MAY 28, 1956

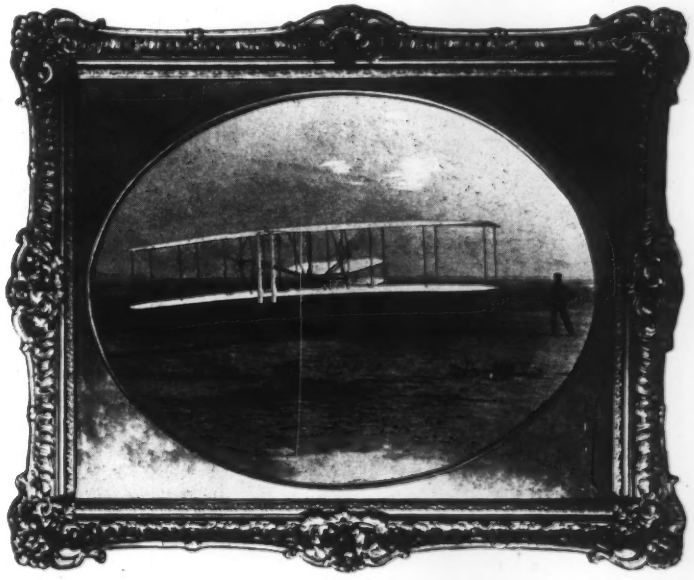
35c PER COPY

BROADCASTING TELECASTING

IN THIS ISSUE:

25TH year

60 seconds is all it takes...



For centuries man tried unsuccessfully to fly. Yet, in less than 60 seconds of staying aloft with their heavier-than-air machine, the Wright Brothers made history. Mankind was no longer earthbound. Today, to get *your* sales campaign off the ground and winging—whether you're selling transportation . . . for a time-saving business trip to the North, or a flying vacation plan to the South—or any other service . . . 60 seconds is all it takes on Spot Radio.

Spot Radio costs *less* to reach *more* of *your* potential customers . . . whoever they are . . . wherever they might be . . . at the precise time and place of *your* choice.

60 seconds—or *less* is all it takes to sell *more* with the right, bright buy—Spot Radio.

WSB . . . Atlanta . . . . . NBC
WFAA* . . . Dallas, Fort Worth . . . . . NBC, ABC
WIKK . . . Erie . . . . . NBC
KPRC* . . . Houston . . . . . NBC
WJIM . . . Lansing . . . . . NBC, ABC
KARK . . . Little Rock . . . . . NBC
WISN . . . Milwaukee . . . . . ABC

KSTP . . . Minneapolis, St. Paul . . . . . NBC
WTAR . . . Norfolk . . . . . CBS
WIP . . . Philadelphia . . . . . MBS
WRNL . . . Richmond . . . ABC-MBS
KCRA . . . Sacramento . . . . . NBC
WOAI* . . . San Antonio . . . . . NBC
KFMB . . . San Diego . . . . . CBS
KMA . . . Shenandoah (Iowa) ABC

KTBS . . . Shreveport . . . . . NBC
KVOO . . . Tulsa . . . . . NBC
ABC . . . Pacific Radio Regional Network

* Also represented as key stations of the TEXAS QUALITY NETWORK.

Represented by

EDWARD PETRY & CO., INC.

THE ORIGINAL STATION REPRESENTATIVE

NEW YORK • CHICAGO • ATLANTA • DETROIT • LOS ANGELES • SAN FRANCISCO • ST. LOUIS

WTVR EXCELS

IN COVERAGE

Operating on **CHANNEL 6 WTVR** is the only station in the Richmond area authorized to operate in the **PREFERRED LOW-END OF THE VHF BAND.** No other station in this area can equal **WTVR's WIDE AREA COVERAGE.**

WTVR EXCELS

IN FACILITIES

CHANNEL 6 with **100,000 WATTS** is operated from one of the highest self-supporting antennas in America, **1049 FEET ABOVE SEA LEVEL.** There is no higher elevation in the Richmond area, and only WTVR can assure coverage from its antenna located in the heart of the City of Richmond. WTVR is the only station in this area which has studio facilities in Richmond. In short "The South's First TV Station" is **RICHMOND'S ONLY TV STATION WITH COMPLETE RICHMOND FACILITIES.**

WTVR EXCELS

IN PROGRAMS

WTVR LEADS IN THE LATEST PULSE SURVEY ACROSS THE BOARD. No station in this area equals it. In one day WTVR produces more local programs, starting at 7 a.m. each day, than all other stations in this area combined. And remember, WTVR programs require no antenna to be received.

WTVR EXCELS

THROUGHOUT THE DAY--IN EVERY WAY

Represented Nationally by Blair Tv, Inc — Affiliated With ABC-TV Network.

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Public
De Sale

Published every Monday, with Yearbook Numbers (53rd and 54th issues) published in January and July by BROADCASTING PUBLICATIONS, INC., 1735 DeSales St., N.W., Washington 6, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

wgal-tv

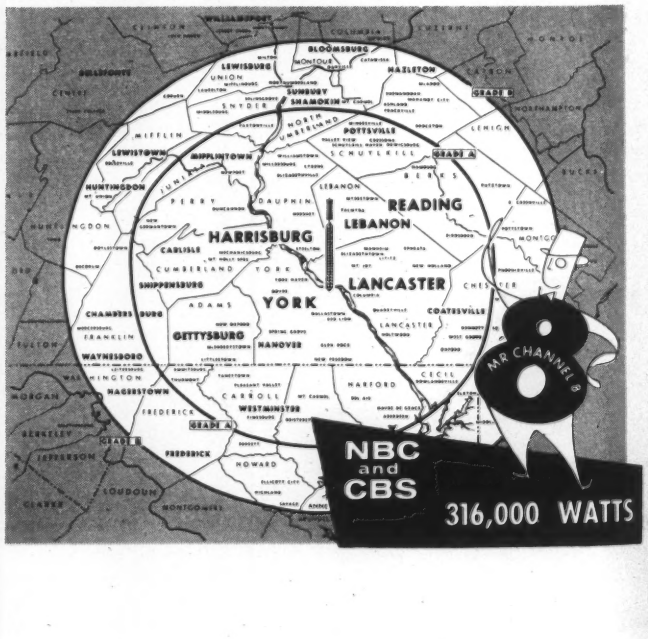
LANCASTER, PENNA.
NBC AND CBS

Among the television markets foremost in the manufacture of apparel and related products, the Channel 8 Multi-City Market ranks sixth, based on production figures for America's top 100 counties (*SALES MANAGEMENT* "*Survey of Buying Power*" —*May 10, 1956*) Apparel manufacturing is just one of the many widely diversified industries which make the WGAL-TV Channel 8 market of first importance in your advertising planning.

STEINMAN STATION
Clair McCollough, Pres.

Representative
the **MEEKER** company, inc.
New York Los Angeles
Chicago San Francisco

CHANNEL 8 MULTI-CITY MARKET



closed circuit.

NBC UNDER GLASS • Booz, Allen & Hamilton, management consultants which has figured prominently in number of top-level reorganizations in broadcast field, is back surveying NBC operations. Last time BA&H appraised NBC was 1949 and far-reaching changes ensued.

B•T

FCC OFFICIALS were jubilant over Supreme Court's ruling that FCC has power to set numerical multiple ownership limits on stations. But, they were also somewhat wary of pending Congressional legislation (led by Sen. Bricker [R-Ohio]) which would prohibit limitation by numbers but would put ceiling on ownership through people covered (not more than 25% of U. S. population). In fact, there is some feeling that Commission might rather revise multiple rules than have Congress make changes according to pending bills.

B•T

PROTECTIVE SOCIETY • About 100 vhf stations have indicated intention of attending June 1 meeting in New Orleans to devise plans for organization to "assist Congress and the FCC" in coping with tv allocations problem. Their preliminary effort will be in direction of overall engineering study looking toward provision of maximum service without downgrading allocations through reduction of standards. It is understood that preliminary discussions will center around long-range study of tv coverage. Invitations for session were sent by Harold Gross, WJIM-TV Lansing, with P. A. (Buddy) Sugg, WKY-TV Oklahoma City, and John H. DeWitt, WSM-TV Nashville, also prominently identified with organizational effort, which got underway during NARTB convention in Chicago last month. Several committees will meet prior to June 1 session, at which WDSU-TV New Orleans, through Executive Vice President-General Manager Robert D. Swezey, will be host station.

B•T

NAME of George E. Sterling, former member of FCC, has arisen as possible engineering consultant to proposed vhf protective group. If organization is agreed upon (and affirmative action is expected) it's presumed legal counsel also will be retained along with engineering counsel and that offices will be established in Washington. Advisory counsel to date has been Reed T. Rollo, Washington resident partner of Kirland, Fleming, Green, Martin & Ellis. Mr. Sterling, now residing at Peaks Island (Portland), Me., retired from FCC in September 1954 and is handling limited consulting practice. He had participated actively in drafting of Sixth and Final Tv Allocations Report.

A QUESTION OF QUESTIONS • While there's no indicated opposition to President Eisenhower's nomination of Comdr. T. A. M. Craven for seven-year term on FCC, one or two flares have been sent up in this presidential election year which might indicate more than casual interrogation of Mr. Craven by Senate Commerce subcommittee, particularly in light of fact that he served one seven-year stint on FCC (1937-44). Questions which might arise: Should Democratic Senate confirm an Eisenhower appointee (even through he's a Democrat) this late in the session? Should an engineer be appointed rather than lawyer or broadcaster? Mr. Craven is odds-on favorite for quick confirmation, however. (See story page 75).

B•T

BIG TEN has evolved novel approach on filmed football coverage for fall, with plans to sell package to key station in each state within its conference area. Described as "states's rights" concept, plan actually would permit live feeds of film series to other outlets, with release date of prints less than 24 hours after game played. Key or feed stations also would have right to resell film to non-interconnected facilities.

B•T

RENEWAL REVISIONS • Another long stride toward realistic revision of FCC broadcast license renewal forms has been taken with imminent appointment of staff level committee of FCC to meet with Broadcasting Committee of Advisory Council on Federal Reports to draft proposals for FCC and Budget Bureau consideration. FCC Chairman McConnaughey, it's learned, agreed to move after consultation with Advisory Council Committee, comprising David Cohn, Bureau of the Budget staff executive; Ben Strouse, WWDC Washington, chairman of committee, and other members. Changes would be in direction of revision of criteria on program balance as well as modification of "counting spots" requirements, whether out-and-out commercial or public service.

B•T

ANNOUNCED White House opposition to Johnston federal retirement bill last week cast shadow over administration's proposal for executive pay raise bill, which would boost FCC commissioners' salaries from present $15,000 to $19-22,000 area. Chairman Olin D. Johnson (D-S. C.) has stated there should be "reciprocity" and has indicated he won't press for action on executive pay raise bill unless his retirement measure is given administration blessing or is passed over White House opposition. Congressional and judicial salaries were boosted at last session but independent agencies and cabinet-subcabinet executives were shunted to this session. President Eisenhower has placed executive pay raise bill on his "must" list of 28 priority measures.

TV PORTABLES • Inside trade reports are that top 10 set manufacturers will devote 70% of 1956 production to portable tv sets in $100 and below range. GE alone, it's understood, plans to manufacture in excess of 1 million units, while Admiral has announced intention of producing 600,000 sets.

B•T

EMPHASIS on portable tv sets, with necessarily low profit margins, does not help effort toward all-band tv sets, according to informed trade opinion. Conversely, it's felt that color will get increased play because of higher prices per unit, but this does not necessarily mean that color sets will be produced on an all-band basis. Fact that several manufacturers (Stromberg-Carlson, Capehart, latter sold) have dropped out of tv set manufacture, may mean that they and other manufacturers are awaiting more favorable color market. It's predicted that several other manufacturers may also curtail or shut down production temporarily. (See story page 98.)

B•T

CO-SPONSORS • Lever Bros., New York, in addition to half-hour alternate-week sponsorship of *Sir Lancelot* on Monday nights on NBC-TV starting in fall, will also co-sponsor *On Trial* with Campbell Soup Co. (see story, page 96), Fridays 9-9:30 p.m. BBDO, New York, is agency for both accounts.

B•T

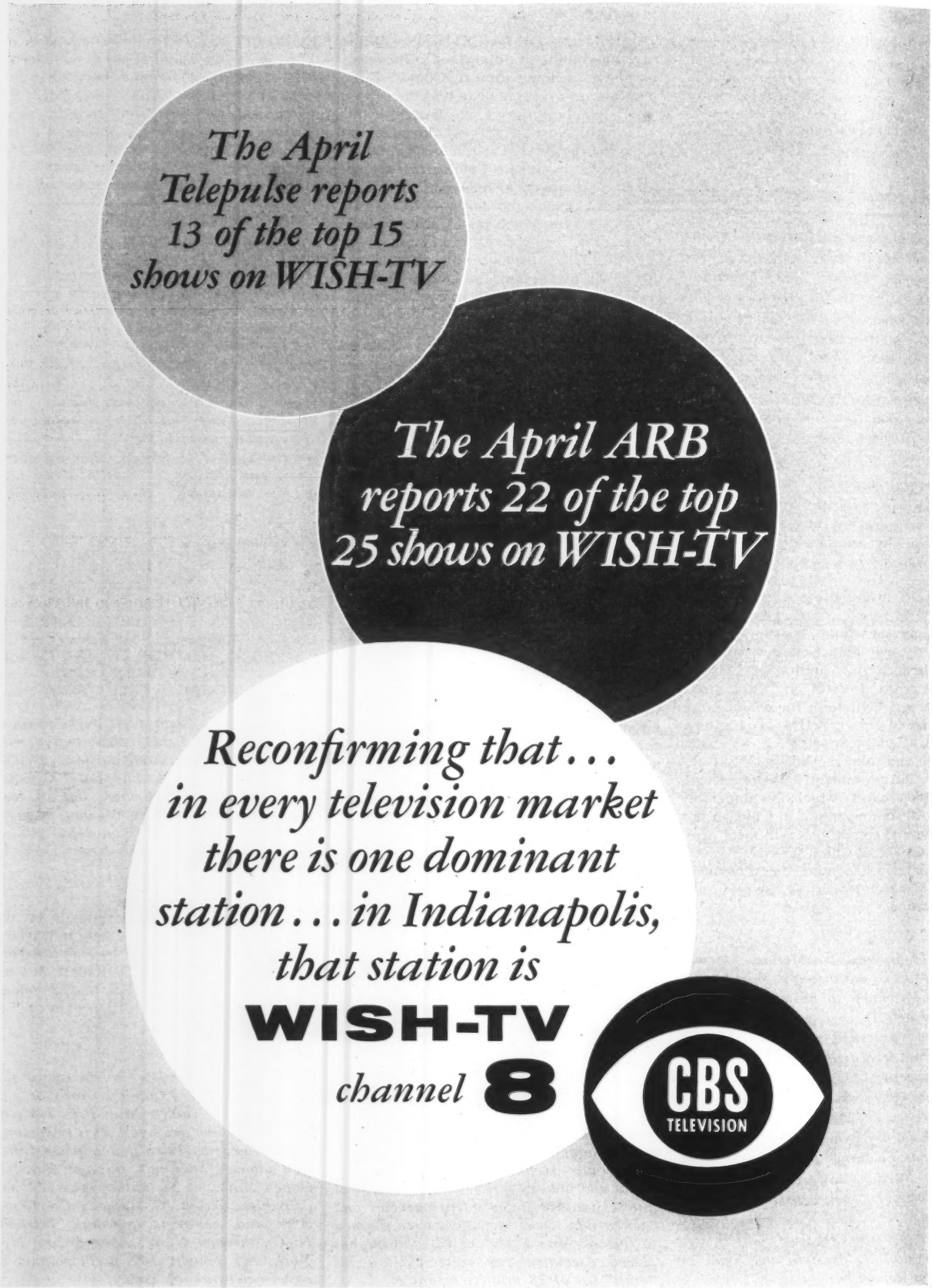
PONDS Hand Cream, New York, co-sponsor of NBC-TV Friday night period with Campbell Soup Co., relinquishing its time (which Lever has picked up) but is expected to co-sponsor Impact *three out of four weeks.* Impact *will probably land in Monday 9-9:30 p.m. period on NBC-TV. J. Walter Thompson Co., New York, is agency.*

B•T

MORE RADIOS • New estimate on nation's radio set total is currently in preparation and due to be issued by Radio Advertising Bureau in next few weeks. It's expected to show around 126 to 127 million radios in good working order, gain of 5 to 6 million in past year.

B•T

NBC-TV reportedly set to announce sale of more than $1.1 million worth of participations on Today *(Mon.-Fri., 7-9 a.m. EDT) sometime this week. It is understood that Grove Labs (Fitch shampoo and 4-Way cold tablets), St. Louis, through Harry B. Cohen Adv., N. Y., has bought 124 participations and B. C. Remedy Co. (headache and neuralgia powder), Durham, N. C., through N. W. Ayer & Son, New York, has bought 149 participations on eastern network of* Today.


The April Telepulse reports 13 of the top 15 shows on WISH-TV
The April ARB reports 22 of the top 25 shows on WISH-TV
Reconfirming that... in every television market there is one dominant station... in Indianapolis, that station is
WISH-TV
channel 8
CBS TELEVISION

at deadline

FILM FIRMS ACCUSED BY NBC ORGANIZE; CALL NEWORK CHARGES 'SMOKE SCREEN'

FOUR of five film firms, charged by NBC as being connected with broadcaster Richard A. Moore's attacks on tv network practices (see story, page 27), Friday announced formation of Assn. of Television Film Distributors. ATFD —comprised of Official Films, Screen Gems, Television Programs of America and Ziv Television Programs—simultaneously labeled NBC allegations as smokescreen to obscure the "hopeless" competitive tv disadvantage of local and regional advertisers with national competition. Mr. Moore, also on Friday, denied any sinister background to his March 26 testimony before Senate Commerce Committee.

Spokesman for fifth film company named by NBC, Teleradio Pictures, said his company was not associated with new ATFD "in any formal way," so far as he knew.

NBC Friday had released text of document it is filing with Senate Commerce Committee in reply to Moore charges, and in which it said Mr. Moore was representing five film companies while ostensibly appearing in behalf of KTTV (TV) Los Angeles.

ATFD declared that "the real point of Mr. Moore's testimony, obscured by NBC's smokescreen, is that local and regional advertisers are at a hopeless disadvantage with respect to the large national competitors in reaching the public on equal terms, namely during peak viewing hours. He also stated that independent tv stations were unable to acquire sufficient quality filmed programs because the market for independent film producers is unofficially restricted by existing network practices.

"Specific remedies to these problems, which affect the entire economy, were proposed by Mr. Moore and subsequently by Sen. John Bricker of Ohio. Instead of making any constructive contribution to the solution of these problems, NBC throws up a smokescreen by issuing an unwarranted and irrelevant claim that any change in the *status quo* will destroy all television," said the ATFD.

"The four companies attacked by the NBC statement," ATFD pointed out, "are now responsible for a total of 17 regularly-scheduled sponsored network film programs. To suggest, as NBC has, that the film companies seek the destruction of television network structure is an absurdity tantamount to stating that the film companies wish to commit economic suicide.

"In attacking the quality of film programs, NBC is also criticizing its own program structure. NBC's present network schedule includes approximately 16 half hours of filmed shows each week out of a total of 21 hours of peak evening viewing time. In addition, NBC, through its wholly-owned subsidiary, also distributes film shows, among which is a substantial backlog of feature motion pictures.

"NBC's attack on the television film industry is not supported by public reaction to film programs. National Nielsen reports from November 1955 through March 1956 reveal that never less than 7 of the top 10 television programs were produced on film.

"The NBC accusation that the film companies, with their investment of millions of dollars in production facilities, with their record of creative achievements in programming, with their list of awards for public service and with their stature in all the television communities of the nation, are 'film-come-latelies' is not supported by the facts. The companies under attack have been supplying tv entertainment to the nation since before the advent of national television networks, often at great financial loss to themselves as their contribution to the advancement of the medium.

Mr. Moore said Friday:

"Soon after the FCC established its network study committee, KTTV took the lead in focusing attention upon the restrictive practices of the network companies which deny competitive opportunity to others. Acting on its own and at its own expense, KTTV presented its views to the Senate Committee on Interstate Commerce at the committee's request.

"We are delighted, however, that many companies who are victims of the network restraints have already made common cause with us or have indicated their agreement with our conclusions.

"KTTV, as was its right, has consulted with film distributors and other television stations and several of us have come together for the purpose of common research, both factual and legal. From the outset, KTTV has advised the staff of the network study committee and the Senate Interstate Commerce Committee of this community of interest and activity. Apparently, these facts, which have been referred to often in the trade press, seem sinister to NBC, which apparently expects that the victims of its restraints should lick their wounds separately, privately and passively."

Four Arraigned in Chicago On Bait Advertising Charge

FOUR PERSONS, including two advertising agency executives and head of automobile sales agency, were arraigned Friday on bait advertising charges following return of indictment by Cook County (Ill.) grand jury. Indicted were Irving Rocklin, head of Rocklin Irving & Assoc.; Ira Segall, agency copywriter; Irwin Cole, president of Cole-Finder Inc., auto dealer, and automobile salesman.

Indictment and arraignment stemmed from Better Business Bureau probe, which charged bait advertising on tv commercials aired Feb. 25 and 27. Offers were made on WNBQ (TV) Chicago.

Esty, General Mills Sever

WILLIAM ESTY Co., N. Y., announced Friday resignation after four-year association with General Mills account. Agency handled Soft-a-Silk, O-Cel-O Div. and cereal-Sugar Jets with approximate $2 million advertising budget. General Mills spokesman told B•T products would be reassigned among current agencies: Dancer-Fitzgerald-Sample, N. Y.; BBDO, N. Y.; Tatham-Laird, Chicago, and Knox-Reeves, Minneapolis.

• BUSINESS BRIEFLY

KID'S TIME • Three "kiddie spectaculars," man-sized but primarily for youngsters, to be sponsored on ABC-TV by International Shoe Co.'s Friedman-Shelby branch, St. Louis. Ninety-minute black-and-white shows are scheduled Aug. 25, Oct. 6 and Dec. 8 from 11 a.m. to 12:30 p.m. Program from St. Louis Zoo is slated as inaugural. Agency: D'Arcy Adv., St. Louis.

CAKE MIX SPOTS • Dromedary Div. of National Biscuit Co. (cake mix), N. Y., using one-minute transcribed spots on radio in approximately 20 markets starting May 30 and continuing through end of November. Ted Bates, N. Y., is agency.

LOOKING SOUTH • Robert Otto & Co., international advertising agency, reportedly "very interested" in tv film adventure series for placement in Latin American markets. Though client's identity was not revealed, it's understood to be one of large U. S. food manufacturers seeking to expand South American operations.

MAIL POUCH LOOKING • Chas. W. Hoyt Co., N. Y., planning to launch early morning, 13-week radio spot campaign in Midwest for Mail Pouch Tobacco Co., Wheeling, W. Va., on or about June 18. Agency currently looking for availabilities on 40 stations.

COFFEE CAMPAIGN • Hills Bros. (coffee), San Francisco, starting four-week radio spot announcement campaign early in June in about 15 markets through N. W. Ayer & Son, N. Y.

TEA TIME • Tetley Tea, N. Y., starting radio spot campaign June 11 in North in series of four and two-week flights for 26 weeks; in South effective June 4 for 15 or 16 weeks. Agency: Ogilvy, Benson & Mather, N. Y.

BEER BUY • Liebman Breweries' (Rheingold beer) eastern and western divisions to sponsor *Code Three*, ABC-TV film syndication property, in about 20 markets starting in October for 52 weeks. Foote, Cone & Belding, N. Y., is agency.

KVSM San Mateo, Calif., Bought by Intercontinental

SALE of KVSM San Mateo, Calif., by Mr. and Mrs. Les Malloy for $400,000 to Intercontinental Broadcasting Corp., subject to FCC approval, announced Friday. Intercontinental comprises John D. Feldman, owner of KDON Monterey, Calif., Arthur B. Hogan, president, Alfred Zugsmith Corp., west coast radio-tv station brokers which handled the sale; Alfred Zugsmith, Edward Muhl, James Pratt, and Melville Tucker, all Universal Pictures executives; Bert Kooden, Lockheed Aircraft executive, and Frank Oxarart, executive vice president, Alfred Zugsmith Corp.

Messrs. Zugsmith, Muhl and Oxarart own KRKD Los Angeles and have application to purchase KITO San Bernardino, Calif. Mr. Hogan has bid to buy KFOX Long Beach, Calif. [AT DEADLINE, May 21].

There Can be Only **ONE** *Leader*

In Central New York it's . . .

WHEN-TV

QUARTER HOUR FIRSTS	PULSE April '56 Figures	
	WHEN-TV	211
	Competition	83
	Ties	2

KANSAS CITY		SYRACUSE		PHOENIX		OMAHA	
KCMO	KCMO	WHEN	WHEN	KPHO	KPHO	WOW	WOW
RADIO 810 kc. CBS	TV Channel 5 CBS	RADIO 620 kc. CBS	TV Channel 8 CBS	RADIO 910 kc. ABC	TV Channel 5	RADIO 590 kc. CBS	TV Channel 6 CBS

Represented by KATZ AGENCY INC. — JOHN BLAIR & CO. — BLAIR TV, INC.

MEREDITH *Radio and Television* **STATIONS**

affiliated with **Better Homes and Gardens** and **Successful Farming** magazines

at deadline

Indianapolis, New Orleans Cases in Oral Arguments

CHARACTER and financial qualifications, respectively, shared spotlight Friday in oral arguments before FCC on hotly-contested Indianapolis ch. 13 and New Orleans ch. 4 tv cases.

In Indianapolis argument (initial decision favored Mid-West Tv Corp., recommended denial of Crosley Broadcasting Corp., WIRE and WIBC, both Indianapolis), attorneys for Broadcast Bureau and losing applicants charged hearing examiner committed error by striking from record matters relating to non-payment of federal and state income taxes between 1941 and 1946 by banker George Sadlier, Mid-West principal. Mr. Sadlier's tax troubles, on which he paid penalties, reflect adversely on Mid-West as tv licensee, attorneys said.

Three-way battle for New Orleans vhf channel was narrowed to two in hearing when examiner ruled James A. Noe & Co. (WNOE) failed to establish basic financial qualifications. Examiner (not considering WNOE in comparative analysis) recommended ch. 4 grant go to *Times-Picayune* (WTPS) in preference to Loyola U. (WWL) on basis of color plans and proposals to program to outlying communities. Significance of these criteria was attacked in oral argument by Broadcast Bureau, Loyola and WNOE.

WNOE attorney said that as combined net worth of Mr. Noe and partner in tv venture was in excess of $2 million it would be reasonable to assume they could afford to construct and operate proposed tv station (Mr. Noe also owns KNOE-AM-TV Monroe, La.). Opponents and Broadcast Bureau maintained that WNOE's financial ability was issue in hearing, that despite sufficient notice and opportunity to establish basic financial qualifications, WNOE failed to do so.

Mission Gets Final Grant For San Antonio Ch. 12

FCC issued final decision Friday granting San Antonio, Tex., ch. 12 to Mission Telecasting Corp., 50% owned by KONO-AM-FM that city. It denied Walmac Co. (KMAC and KISS [FM] San Antonio) for lack of financial qualifications. It also relieved Mission of any culpability in activities of private investigator, charged as impersonating Federal officer but acquitted in court. Decision upholds examiner's recommendations last year [B•T, June 20, 1955]. Grant brings to three number of vhf outlets in San Antonio. They are KENS-TV on ch. 5 and WOAI-TV on ch. 4. Both are operating. Also operating is ch. 41 KCOR-TV.

Wants More Ad Scrutiny

SENATE Appropriations Committee Friday put Federal Trade Commission on notice it expects increased effort in monitoring radio and tv advertising for "bait" and other misleading commercials. Committee acted on recommendation of Sen. Warren Magnuson (D-Wash.), who heads appropriations subcommittee which held hearings on Independent Offices Appropriations Bill, which carries 1957 budget funds for FTC. Bill went to Senate floor Friday.

House Bill Would Split Hill Recording Facility

MOVE to split Joint Senate-House Recording Facility (which at moderate cost tapes and films campaign speeches and other programs by congressmen for use on home radio-tv stations) was indicated in bill reported Friday by House Appropriations Committee, providing blanket funds to set up separate House facility. Present equipment and funds would be divided equally, Senate setting up its own establishment.

May 16 testimony by House Clerk Ralph Roberts before subcommittee, released Friday, indicated Senate is agreeable. Mr. Roberts said several House members have objected to present setup.

Mr. Roberts recently fired Helen Coar, facility's studio director, on grounds she and her husband, Robert J., facility coordinator, operate identical private business in nearby Virginia. No action has been taken on Mr. Coar, Senate employe.

Related proposal (H Res 509) by Rep. Eugene McCarthy (D-Minn.) would require facility to provide free to each congressman one hour of tapes and 15 minutes of tv film monthly during each session.

Food Freezer Plan Ads Cited for Misrepresentation

RENAIRE food and home freezer plans were cited by Federal Trade Commission Friday on 12 counts of alleged false advertising and misrepresentation in national radio-tv and newspaper promotions. Firm's customers do not get food at wholesale, FTC complaint charged, and participants in "Renaire Plan" in no case would save enough over a reasonable length of time to "pay for a tv set, remodel a home, pay for a vacation, buy an automobile or pay for a freezer."

FTC also attacked Renaire representations as to certain exclusivity-of-product statements and alleged expertness of some of its employes.

Parties are granted 30 days in which to file answer to complaint. Hearing is scheduled July 17 at Washington before FTC hearing examiner.

SCBA Names 1956 Officers

SOUTHERN CALIFORNIA Broadcasters Assn. Friday announced new officers for 1956. Lloyd Sigmon, KMPC Hollywood, named chairman and Howard Gray, KGIL San Fernando, named vice chairman. John Hansen, KABC Los Angeles, is secretary and Selma Kirchner, KGFJ Los Angeles, treasurer. Elected to board are Herb Comstock, KAVL Lancaster; Calvin J. Smith, KFAC Los Angeles; Ernest O. Spencer, KWIZ Santa Ana, and Bert West, KNX Los Angeles.

Favor Radio-Tv Coverage

CAPITOL Hill radio-tv correspondent Joseph McCaffrey said Friday his poll of House members on whether they favor opening House committee proceedings to radio and tv shows 2-1 support for radio-tv coverage in about 200 replies received so far. Of "yesses," five qualify it to radio only, saying tv is "too disruptive."

PEOPLE

ELECTION of four new vice presidents will be announced today (Mon.) by Foote, Cone & Belding, Chicago. They are: **JAMES CAMERON,** account supervisor; **JOHN RIGOTTI,** research director; **EDWARD TOLLEFSON,** production department manager, and **CURTIS BERRIEN,** copy group supervisor.

HUGH STANLEY HOLE, executive producer for radio-tv on Gillette Safety Razor account, Maxon Inc., to Van Praag Productions, tv film commercial packager, as head of new Hollywood office.

EDGAR B. STERN JR., president of WDSU Broadcasting Corp., New Orleans, appointed chairman of public relations advisory committee, United Community Funds & Councils of America, James A. Linen, publisher of *Time* and president of UCFC, is announcing today (Mon.).

More Ups Than Downs In ABC-TV Auto Accounts

WITH Chevrolet Div. of General Motors Corp., through Campbell-Ewald, Detroit, renewing *Crossroads* (Fri., 8:30-9 p.m.) on ABC-TV, network spokesman said Friday that automobile business will be increased on ABC-TV next season. Boxscore: Studebaker-Packard has dropped *Tv Readers Digest* (half hour weekly); Dodge has dropped 15 minutes weekly via *Break the Bank* and half-hour weekly via Danny Thomas' *Make Room for Daddy*. This adds up to 1 hour, 15 minutes weekly. Picked up by network, however: Dodge's additional one hour per week for *Welk* show; Ford Motor Co.'s sponsorship of *Ford Theatre*, half-hour per week, which when combined with Chevrolet's half-hour per week renewal and one-hour weekly renewal by Dodge of original *Welk* show, mean total for next season comes to 3 hours weekly, compared to this season's 2¾ hours weekly, a gain of quarter-hour per week. This, according to spokesmen at ABC-TV, defies alleged general trend of network tv cutbacks by top automobile makers.

'Paid-Plug' Firm Folds

ADOLPHE WENLAND & Assoc., Hollywood, prominent in radio-tv giveaway prizes and "paid-plug" promotion [B•T, May 21], closed for business pending settlement of claim filed by major creditor, Los Angeles city marshal on premises told B•T Friday. Firm also defendant in petition for involuntary bankruptcy filed in U. S. district court by three former employes Ben Brown, Charles Stuart Keilus and Lester Cohen. Trio has opened new firm at 8278 Sunset Blvd. under name of Brown, Stuart & Lester to engage in similar "product promotion."

USIA Money Clears Senate

SENATE voted $115 million for United States Information Agency 1956-57 operations Friday. This is $20 million less than requested by Pres. Eisenhower, but $5 million more than House voted. Measure now goes to joint conference to iron out differences between House and Senate appropriations. Passage in Senate came after Democratic Majority Leader Lyndon B. Johnson assured members there would be full investigation of USIA activities. This will be done by Senate Appropriations Subcommittee headed by Sen. Johnson. Proposed $115 million appropriation for 1957 compares to $85.3 million for 1956.

the week in brief

THE BATTLE IS JOINED

NBC takes up arms against Moore's denunciation of network option time, must-buy requirements, charges KTTV (TV) president acted in conjunction with tv film group 27

Meanwhile, Sen. Bricker and CBS President Frank Stanton exchange disagreements about the senator's intentions in regard to network regulation 30

M-E GETS CHESTERFIELD

$12 million cigarette account leaves Cunningham & Walsh Aug. 1 for McCann-Erickson 38

WHAT CHILDREN WATCH

All age-groups, from under-6 to 12-14, rate Disneyland *first, BBDO survey discloses.* Rin Tin Tin, Lassie *and* Lone Ranger *are also top favorites of juvenile viewers* 42

TV NETWORK TIME SALES

B•T's monthly digest of PIB data shows foods, toilet goods, autos and soaps leading groups advertised on tv networks in February, when gross time sales totaled $37 million 44

DAYTIME BEST FOR CIGARETTE ADS

Tv during daytime hours reaches more smokers per dollar than at night, Katz Agency study claims 46

TOYS AND TELEVISION

Kids' love of tv makes it profitable medium for American Character Doll Co. and other toy makers 48

TV NOW DOMINANT MEDIUM

Typical national advertiser today devotes more than half his budget to tv, split 60-40 between network and spot, TvB tells advertiser-agency meet ... 62

FCC WINS ONE DECISION, LOSES ONE

Supreme Court upholds Commission's right to set numerical limit on multiple ownership of stations; Circuit Court orders WJRT (TV) Flint, Mich., hearing reopened 66

CRAVEN'S LONG VIEW ON TV

T.A.M. Craven, President Eisenhower's nominee for a seven-year FCC commissionership, told Commission in 1946 that vhf channels alone would not serve nation 74

FCC OKAYS TRANSLATORS

Action opens way for hundreds of low-power tv transmitters which can rebroadcast programs of "mother" stations to provide coverage in remote areas 75

TRIANGLE BUYS WNHC-AM-FM-TV

New Haven stations sold for $5.4 million to owner of Philadelphia Inquirer-*WFIL-AM-FM-TV, WNBF-AM-TV Binghamton, N. Y., WFBG-AM-TV Altoona, Pa., WLBR-TV Lebanon, Pa., and 50% of WHGB Harrisburg, Pa.* 82

SILENT SALUTE TO RADIO WEEK

Four Duluth stations stop broadcasting for full hour to impress public with importance of radio at opening of National Radio Week; others celebrate in various ways 88

FUND FEES KILL EMPLOYMENT

Recording royalty payments to musicians trust funds cause tv film makers to turn to foreign recordings, witnesses tell House investigating committee at Los Angeles hearing 93

RKO'S FM NETWORK PLAN

Good music East Coast network, programmed by WGMS-FM Washington, will be formed if station's purchase is approved, FCC told 95

CBS-COLUMBIA IN TROUBLE

Management of CBS Inc. ponders possible solutions to the financial plight of its set-making subsidiary; shutdown seen as last resort 98

departments

Advertisers & Agencies	38	For the Record	104	Open Mike	16
At Deadline	7	Government	66	Our Respect	20
Awards	100	In Public Interest	24	Personal Relations	93
Closed Circuit	5	In Review	12	Playback	56
Colorcasting	96	International	107	Program Services	80
Editorial	114	Lead Story	27	Program & Promotion	103
Education	106	Manufacturing	98	Stations	82
Film	58	Networks	95	Trade Assns.	62
		On All Accounts	22		

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BROADCASTING TELECASTING

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*Reg. U. S. Patent Office

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Treasurer

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Station C (Network)	3.6
Station D (Network)	3.3
Station E	2.9
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Station G	.5

(April ARB)

KTLA

CHANNEL 5 LOS ANGELES

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Hollywood 28, California

Represented Nationally by
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WHAT
A
GAIN!

...and how we love it!

Here's why—in 58 out of 60 quarter-hour periods between 3:30 and 6:30 p.m. (Mon. thru Fri.) WNDU-TV has the *top-rated** programs.

What's more—over half the *top-rated* weekday programs between 3:30 and 11:30 p.m., both network and local, are *now* on WNDU-TV.

These gains reflect the pronounced success of WNDU-TV in all rating periods. More proof that your advertising dollar does a better job in the South Bend-Elkhart market with WNDU-TV... for full details call Meeker today!

*Source: ARB February 8-14

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CHANNEL 46

IN REVIEW

THE STEVENSON-KEFAUVER 'DEBATE'

A DEBATE—or discussion—we've always understood, has two sides to a given question. Because of seemingly unanimous agreement between the two principals, the most apt description of last Monday's much-heralded (by ABC-TV) telemeeting between Sen. Estes Kefauver (D-Tenn.) and ex-Gov. Adlai E. Stevenson (D-Ill.) would be "a chat."

There they sat—two otherwise-vociferous opponents for the Democratic nomination for President—in the studios of WTVJ (TV) Miami, spending most of the time concurring with each other on the various "hot" items submitted to them by moderator Quincy Howe and behaving less like tooth-and-nail politicians than like courtly gentlemen, agreed on one thing: that the G.O.P. "big business or big-what-have-you" administration has got to go. The only grounds for "mild" disagreement were provided by Mr. Stevenson's feelings on H-bomb testing and Sen. Kefauver's feelings on Mr. Stevenson's feelings on Sen. Kefauver's "absenteeism." What little acid there was, was applied by a feather.

So far as tv is concerned, it was a most unusual experience, It might have deluded some viewers into thinking—or hoping—that campaigning has taken on a new look of "love thy fellow candidate." We doubt that it has. Last week's tv chat might have been revolutionary in scope, but certainly, not so much as to revolutionize the art of politicking.

Produced as a special event by the ABC Department of News & Public Affairs, May 21, 10-11 p.m. EDT from WTVJ (TV) Miami, directed by Marshall Diskin. Moderator: Quincy Howe.

THIS IS KATHY GODFREY

FOR THE busy housewife who looks forward to a relaxing few minutes each morning with her pick-me-up cup of coffee, the new CBS Radio show *This Is Kathy Godfrey* is excellent listening. If each program measures up to the standards of the first (May 21) our housewife will become a regular listener.

Miss Godfrey has planned her new show to be a program of ideas, friendly and inspiring, to give the woman at home enjoyment, as well as understanding. She accomplished this last Monday with her guests: Ilka Chase, who gave her candid opinions on appearance, clothes (assuring the ladies that all women can be fashionable, for "taste counts more than money"); Babe Didrikson Zaharias, whose indomitable spirit was fully brought out in a telephone interview from her hospital room, and NYC Postmaster Robert Schaffer, who described an exhibit of paintings done by postmen in their spare time.

In bringing to the housewife these interesting opinions and bits of information, *This Is Kathy Godfrey* appears to be a valuable addition to radio's morning programming.

Production costs: Approximately $4,500.
On CBS Radio, Monday-Friday, 11:30-11:45 a.m., sustaining.
Producer-director: Stan Davis; writer: Jay Johnson; researcher: Lee Wallace; hostess: Kathy Godfrey.

CHILD BEHIND THE WALL

THE PROBLEM of the emotionally disturbed child, what is being done about it and what more should be done to prevent these mentally ill children from becoming adult inmates of institutions and to turn them into normal, useful citizens, was dealt with forcefully in "Child Behind the Wall," May 20th telecast of the *March of Medicine* series.

The appalling lack of facilities, trained personnel and money needed to care for these unfortunate children was presented in straightforward statements bluntly delivered by top state officials, who minced no words in calling on the audience to rectify today's sorry situation. What can be done and is being done where proper people and plant are provided was shown in several filmed case histories, presented by the doctors in charge.

So skillful was the whole presentation that what might easily have been a depressingly morbid picture of how bad things are became instead an encouraging progress report that, while not glossing over the seriousness of the present, showed what the future may bring if the public is willing to work and vote and pay to bring it about. Here is tv adult education at its best.

Sponsored by Smith, Kline & French Labs in cooperation with American Medical Assoc. through Doremus Eschelman, on NBC-TV, May 20, 5:30-6 p.m. EDT.
Writer: Lou Hazam; narrator: Ben Grauer; technical director: Hank Kolkerts; designer: Theodore Cooper; film director: Gordon Hessler; producers: Bill Eiman for Smith, Kline & French and Doris Ann for NBC; director: Craig Allan.

THE GABBY HAYES SHOW

IN THIS new Saturday afternoon juvenile series on ABC-TV, bewhiskered Gabby Hayes is a combination teller of tall tales, master of ceremonies for a condensed Western film and salesman of Popsicles to the under-six set for whom these programs are apparently intended. It seems doubtful that anyone beyond the age of six would sit through more than one of these programs, for the main attraction, the Western story, is edited with no attempt to retain any plot line, just plenty of action. Gabby, however, is as usual thoroughly professional and just as enjoyable to viewers of all ages in all three capacities. He even whittled as if it was for real.

Production costs: Approximately $10,000.
Sponsored by Joe Lowe Corp. through Paris & Peart, New York, on ABC-TV, Sat., 5:30-6 p.m. EDT.
Producer-director: Joe Clair.

THE MAURICE CHEVALIER SHOW

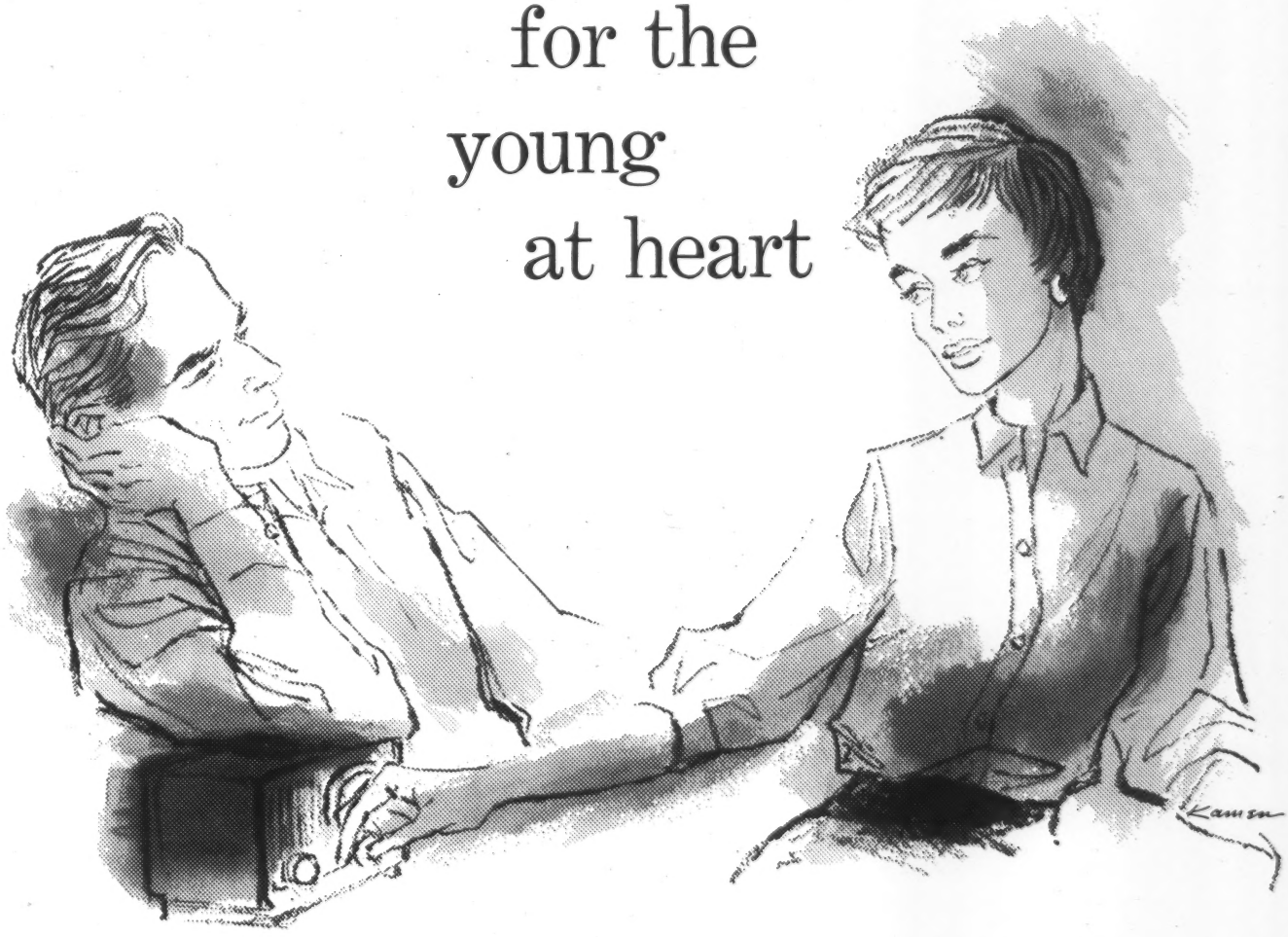
CHEVALIER surpassed himself in his last 90-minute appearance on NBC-TV. If ever a foreigner left (as M. Chevalier declared was his intention to do right after the show) with an audience in the palm of his hand, it surely was the man in the straw skimmer.

Mr. Chevalier's contagious gaiety demonstrated another big advantage tv has over the theatre. In one's own home it's possible to sing and whistle with the master—"On the Avenue," "La Vie en Rose," "Bridges of Paris," and other favorites. On the other hand, you don't mind keeping still to hear about "A boy and a girl sitting on a park bench, kissing in public because they were French," or to find out about Barcelona from Mauricio, the Spanish dancer.

Supporting talent, Roger Price and his Droodle drawings, Stanley Holloway and his British monologues, Chita Rivera and Polly Bergen, kept up a spirited pace while the master caught his breath between numbers. The modern music of Michel Legrand, brassy and fast, had a proper Gallic touch in the nostalgic accordion.

All these, arrayed around the star, provided a balanced and wonderfully pleasing show, a

the radio station for the young at heart



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1130 on your radio dial

One of a series of advertisements appearing in the NEW YORK DAILY NEWS *and the* JOURNAL-AMERICAN *... to attract more and more listeners to the most popular radio station in the world's greatest market.*

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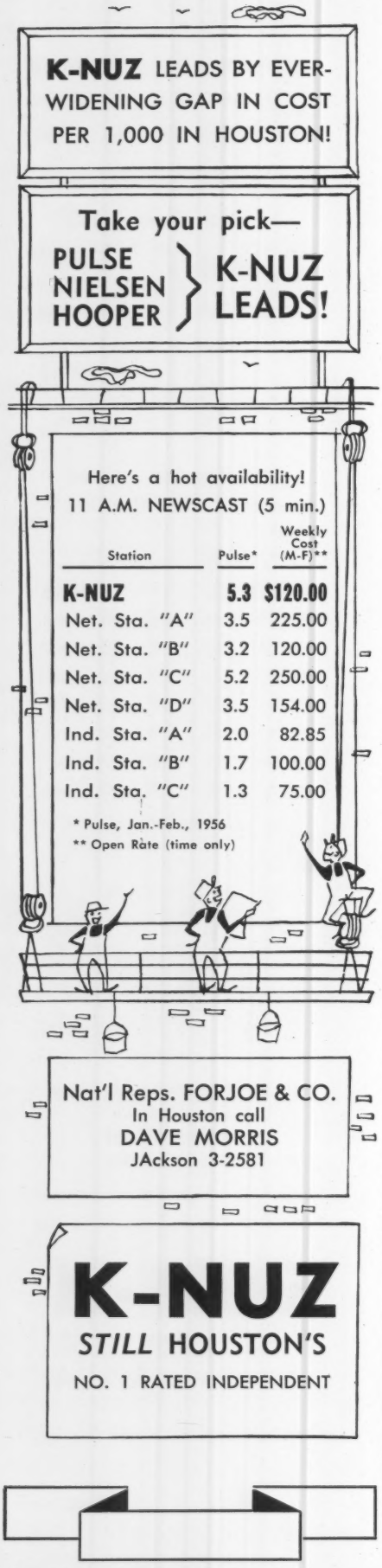

show that seemed to belong to the star and not to the producer as sometimes happens. It was in truth *The Chevalier Show*, and if the gods are kind, there will be many more to come.

Production costs: Approximately $200,000.
Sponsored in color and black-and-white by U. S. Rubber Co. through Fletcher D. Richards Co.; Lewis-Howe Co. through Dancer-Fitzgerald-Sample Inc.; American Radiator & Standard Sanitary Corp. through BBDO, and Maybelline Co. through Gordon Best & Co.
Producer-director: Max Liebman; associate producer-director: Bill Hobin; writers: William Friedberg, Neil Simon; choreography: Felisa Conde; costumes: Paul duPont; scenic design: Frederick Fox; music director: Charles Sanford; orchestral arrangements: Irwin Kostal; choral director: Clay Warnick; choral arrangements: Mr. Warnick and Mel Pahl; NBC supervisor: Hal Janis.

CAMERA THREE

WCBS-TV New York's *Camera Three*—currently seen on 49 CBS-TV affiliates these Sunday mornings—celebrated its third birthday last week. It did so by launching a two-part series on "Freedom and Restraint," the first program being a discussion on the Fifth Amendment, the second (yesterday) a dramatization of Plato's "Crito."

As a full treatment of the "fifth," that of moderator James Macandrew and guest C. Dickerman Williams, partner in the New York law firm of Maclay, Morgan & Williams (and author of the *Fordham U. Law Review*'s "Problems of the Fifth Amendment,") left a lot unsaid. The fault was hardly that of Mr. Williams, whose train of thought seemed to be continually derailed at every thoughtful juncture by Mr. Macandrew's many—often pointless—questions.

Yet, despite the obvious flaws of this "prepared-ad libbed" discussion, progress *was* made. Those televiewers who bothered to sit indoors before their tv screens on a bright spring Sunday morning, heard "the fifth" explained to them as a package of safeguards to individual freedom, rather than as a mere dodge for use by blackbearded anarchists and communists.

Production costs: Approximately $5,000.
Broadcast sustaining on CBS-TV, Sun., 11:30 a.m.-12 noon EDT, originating from WCBS-TV New York.
Producer: Lewis Freedman; director: Clay Yurdin; writer: John McGiffert; moderator: James Macandrew; narrator: Jim Parker; guest: C. Dickerman Williams; production supervisor: Clarence Worden; advisory consultant: Dr. Edward C. Bowen, N. Y. State Dept. of Education.

BOOKS

THE GOLDEN HAM, A Candid Biography of Jackie Gleason, by Jim Bishop. Simon & Schuster, N. Y., 298 pp. $3.95.

THIS IS a book that should have come out around the time last year when Madison Ave. was sadly shaking its collective head, mumbling, "but is he *really* worth $12 million?"

Whether he was—or still is, today, in the face of a plummeting Nielsen—is not the case here; what is, is that as subject material for an "unauthorized biography," Mr. Gleason is worth his weight in gold—every last pound of him.

Mr. Bishop, whose last year's *The Day Lincoln Was Shot* showed his talent for critical evaluation of events, this time uses this same talent on Mr. Gleason. For 298 pages, Mr. Bishop probes beneath the comedian's expensively-draped epidermis with all the finesse of a Park Ave. neuro-surgeon, exposing to public view all the vital parts that make Jackie run. Little wonder Ralph Kramden's alter ego is said to have winced as he read the galley proofs.

COLOR TELEVISION—SIMPLIFIED THEORY AND SERVICE TECHNIQUES, by Electronic Education Unit, Philco Corp., Philadelphia. 164 pp.

THE THEORY, design, transmission, reception, installation and service of color television receivers are covered in this new textbook, written and prepared by Philco's Electronic Education Unit under the direction of Richard D. Hershey and edited by Donald G. Fink, former editor of *Electronics* and now director of research for Philco. Prepared specifically for the electronic serviceman, the textbook begins with a review of black-and-white tv, progresses to colorimetry, the measurement and analysis of color, and describes transmission and reception methods and standards for color tv before beginning its detailed description of the circuitry of a color tv receiver and its cathode ray assembly and the matters of adjustments, alignment and installation needed to insure perfect reception. The book contains 288 illustrations, more than 100 in color.

MY FIRST 10,000,000 SPONSORS, by Frank Edwards. Ballantine Books, 101 Fifth Ave., New York 3, N. Y. 185 pp. $2.

NEWS ON THE AIR, as seen by one newsman-commentator who was there in February 1925 when WHAS Louisville broadcast bulletins of the attempts to rescue Floyd Collins from a Kentucky cave and who today is news commentator on WTTV (TV) Bloomington, Ind., is the theme of this highly personal and equally entertaining account of the author's adventures on and off the air. The title comes from Mr. Edwards' newscasts on MBS, on which he was introduced as "sponsored by the 10 million men and women who make up the membership of the American Federation of Labor . . ."

THE TECHNIQUE OF ACTING, by F. Cowles Strickland. McGraw-Hill Book Co., 330 W. 42d St., New York 36, N. Y. 306 pp. $5.95.

IF PRACTICE makes perfect, the aspiring actor who follows faithfully the guidance given in this book by Mr. Strickland, of Stanford U's department of speech and drama, should be well on the road to success. For essentially *The Technique of Acting* is an exercise book, filled with exercises which "must be practiced regularly over a long period of time if the student is to derive any benefit from them," the author says in his foreword. "The system of training proposed in this book is designed to help the actor give an intelligent and competent performance, even when inspiration is lacking, and—equally important—to show him how to use an inspiration when he is fortunate enough to have one.'

RADIO ELECTRONICS, by Samuel Seely. McGraw-Hill Book Co., 330 W. 42d St., New York 36, N. Y. 487 pp. $7.

THIS basic textbook, which emphasizes the physical and mathematical analyses of the essential practices and circuits in radio communications, is designed to provide an understanding of the fundamentals underlying the broad field of communication. The author is professor and head of the department of electrical engineering at Case Institute of Technology.

MEMO: TO TIMEBUYERS!

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Are you aware of *TODAY'S* story in the important Northeastern Pennsylvania television market? Do you know that WILK-TV now *leads the field?* Do you know that complete saturation of this top dollar market is IMPOSSIBLE . . unless you use WILK-TV. We've worked hard with top programming, promotion and sales know-how. *NOW* . . ARB has *proven* our leadership.

Here are the results of the ARB 15 county regional survey, (March 25th thru March 31st, 1956). Here is the rating story for the valuable time period from 5 P.M. to 11 P.M.

FIRST PLACE QUARTER HOURS

WILK-TV	**71**
STATION "B"	**65**
STATION "C"	**32**
STATION "D"	**1 (tie)**

★ COVERAGE . . .

WILK-TV reaches better than 85% of the 314,984 TV sets in its coverage area. With WILK-TV, you reach nearly *2 million* with an annual spending power of over *4 billion dollars!* WILK-TV reaches more cable subscribers than any other local TV station! This *IS* Coverage!

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WILK-TV speaks with PERFORMANCE! ONE MILLION sales-packed watts carry your message to ALL the rich Northeastern Pennsylvania market area. From Reading to New York state . . . from Lock Haven to New Jersey . . . they're watching WILK-TV!

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NOW . . . more than ever . . . WILK-TV gives you TOP AUDIENCE at LOW COST per THOUSAND! GET THE FACTS!

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INDEPENDENT ALL-COLOR CHANNEL

6

NOW ON THE AIR

You can buy full color time in the Milwaukee market for less than you'd pay for competitive black and white.

Enhance your product or boost your service with compatible color and get added impact. Class A, VHF availabilities.

Channel 6 gives Greater Milwaukee the most colorful reception for her.

600,000 TV SETS

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Get in touch with the Branham Co., our national representatives!

keep your eyes on WITI-TV

OPEN MIKE

Important Stake

EDITOR:

Thank you for the timely and powerful editorial support of our efforts to get every American to register and vote [B•T, May 21]. The terrific voter apathy which exists throughout the land makes this a tougher problem to lick than it was in 1952, but we certainly share your feeling that if it is to be done, radio and tv are the means for doing it.

There is every indication that the industry intends to give this campaign full support, for broadcasters are aware that as citizens and as businessmen in a free enterprise system, they have an important stake in the outcome.

Joseph M. Sitrick, Pub. Mgr.
NARTB, Washington, D. C.

Mazeltov

EDITOR:

Thanks for the story on our new setup [B•T, May 21]—it's stylish to do it and we did it. And we think it's a move in the right direction.

One thing hasn't changed, and that's the noise I've been making till now. I'm still at it—swinging and hollering as usual.

Here's a big mazeltov to you, too—on the fine magazine you're bringing out!

Joseph Katz, Chairman of the Board
Joseph Katz Co.
Baltimore, Md.

[EDITOR'S NOTE: "Mazeltov" means "congratulations."]

Ardent Subscriber

EDITOR:

. . . Now that I'm heading away from Madison Ave., your magazine will become even more important to me. It's a wonderful way to keep abreast of the fast-breaking developments in this business. You will have an ardent subscriber as general manager of KCBS.

Henry Untermeyer, Sales Mgr.
WCBS New York

[EDITOR'S NOTE: Mr. Untermeyer on June 4 becomes general manager of KCBS, CBS-owned station in San Francisco (B•T, May 14).]

Broadcasting Yearbook

EDITOR:

The BROADCASTING YEARBOOK is a rich store of information, which I am already finding useful, especially since the situation in radio has been in such question recently.

Here at Young & Rubicam we are making a definite effort to increase the interest in and use of radio.

W. E. Matthews, Executive Asst. to Director of Media Relations
Young & Rubicam, New York

Paid Programs, Free Sets

EDITOR:

Subscription tv as a plan is based upon a fallacious principle: the idea that Americans, by and large, would pay for programs, that is, pay beyond the investment for sets, antenna, electricity and other items. Pay-as-you-go tv would result in great interest on the part of the public in movies, which at this time are technically superior.

Those who would gamble with the American public's investment in home sets have overlooked the fact that television has not yet reached the stage mechanically—picture size, clarity, and other features—that would merit competition with the motion pictures. There is still another fact: the "stealing" of the air and of the current investment in tv would stop

KABC & KABC-TV

THE ABC STATIONS FOR AMERICA'S

NUMBER ONE COUNTY IN RETAIL SALES

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EFFECTIVE JUNE 1, 1956

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DOCUMENTED BY C. E. HOOPER, INC.

37.1% AUDIENCE INCREASE SINCE 1955

Michigan's Liveliest Station

LEADS IN 51 OUT OF 52 QUARTER HOURS

March 1956 Share of Audience
"MONDAY THRU FRIDAY"

7 AM TO 12 Noon	WILS 48.8	NET. STA. B 24.4	NET. STA. C 18.7
12 Noon TO 6 PM	WILS 61.8	NET. STA. B 16.3	NET. STA. C 14.4
6 PM TO 8 PM	WILS 48.7	NET. STA. B 23.3	NET. STA. C 22.9

CALL VENARD RINTOUL McCONNELL INC.

MUSIC • NEWS • SPORTS

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further development of present experimentation and investment.

Subscription tv would open the way to "socialized" tv: it would be an easy move for the government to reach into a medium that would be so controlled anyway. . .

I might say that my opinions are not based upon "sour grapes" attitude. The kind of program I have been promoting—*The National Milk Bowl*—is actually one that the public would pay for willingly on subscription tv. I do feel that, if the pay tv group is sincere, they will supply free tv sets to all of their potential customers, tv sets which have been constructed to give real competition to the motion pictures themselves.

Eugene C. Weafer, Executive Dir.
The National Milk Bowl
Bryan, Tex.

Uhf Acceptance

EDITOR:

We've had much favorable comment on Frank Beatty's well-written article, "Where Vhf Isn't, It Isn't Missed," in your May 7 issue. This has confirmed the strong acceptance by the general public and by the advertisers of uhf in northern Indiana and southern Michigan. Here's hoping that all of the taboos of recent years against uhf have been laid to rest.

I know that every agency man in America read the article but I'd still like to buy 1,500 reprints of it to send out as a WSJV promotion . . .

Paul C. Brines, Dir. of Bcstg.
WSJV (TV) Elkhart, Ind.

EDITOR:

Because of traveling commitments, this is the first opportunity I have had to commend you for the article which appeared in the May 7 issue of B•T. It was a well done piece and I am sure it will help to dispel some hazy thinking relative to uhf.

Incidentally, from your article, I gained many interesting bits of information myself about the South Bend-Elkhart market.

(Rev.) Edmund P. Joyce, C.S.C.
Exec. Vice Pres., U. of Notre Dame
(WNDU-TV) Notre Dame, Ind.

EDITOR:

I want to congratulate you on your two very fine articles on uhf television. Not only are they very, very interesting but certainly very timely.

Harry Tenenbaum, Vice Pres.
KTVI (TV) St. Louis, Mo.

[EDITOR'S NOTE: B•T's two articles on uhf-only markets, "Where Vhf Isn't, It Isn't Missed," May 7, and "Hill Country Uhf," May 14, have been reprinted individually as four-page brochures. Copies of either article are available at $10 per 100.]

'Riley' in Seattle

EDITOR:

. . . The April ARB report for Seattle-Tacoma gives *Life of Riley* an average rating of 34.9, which gives it the number one position in the market by a considerable margin.

I assume it was left out of your listings [B•T, May 21] on the assumption on somebody's part that the program is on the network in that market. It is, as a matter of fact, syndicated there, as it is in many other markets outside the network sponsor's area . . .

Frederick Jacobi, Mgr. of Publicity
NBC Television Films
New York City

[EDITOR'S NOTE: ARB said that in compiling the information it did not find either Seattle or Tacoma on a list of markets, supplied some time ago by NBC, in which *Riley* is syndicated, and therefore assumed it was networked in this instance. There was no argument about *Riley's* getting a 34.9 rating in Seattle-Tacoma.]

Wisconsin Merger

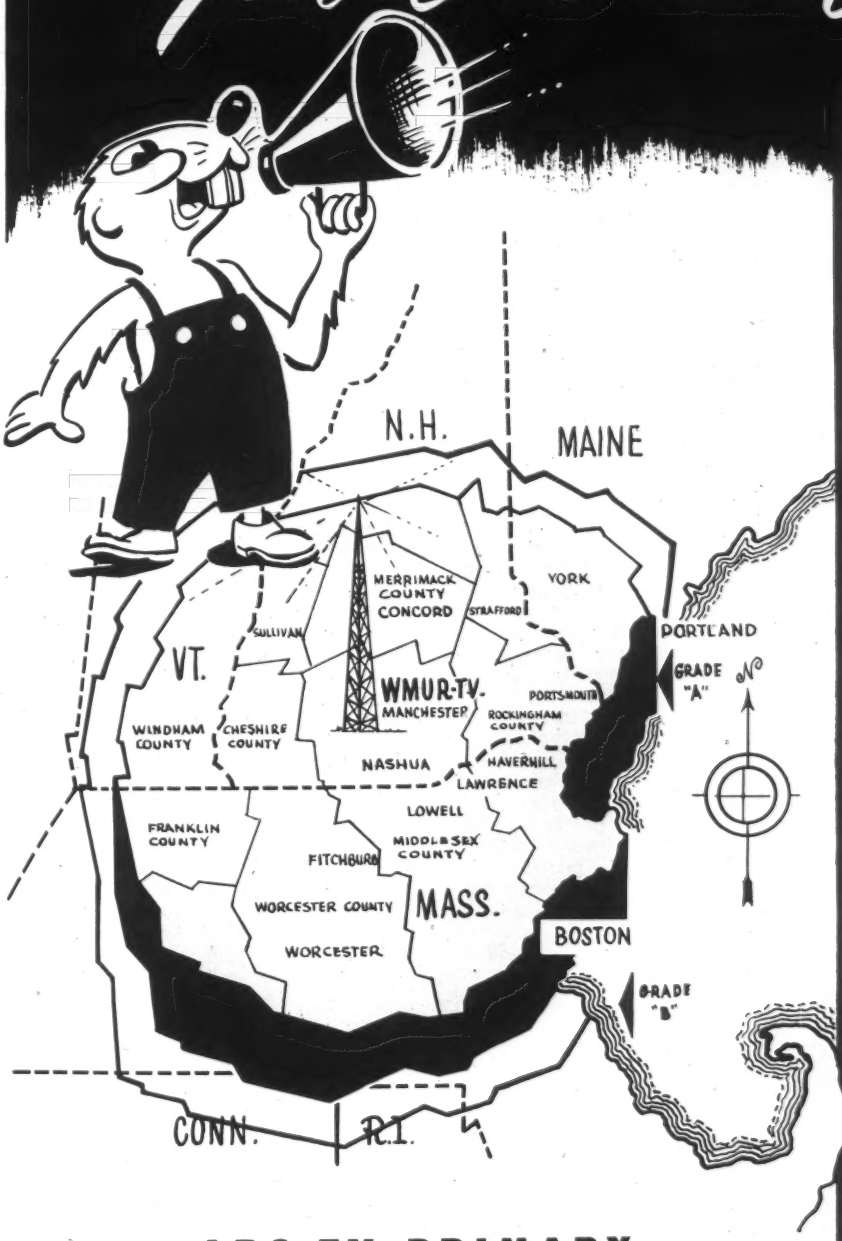
EDITOR:

A remarkable thing happened at WEMP this month. We "merged" with our Waukesha competition, WAUX. But this is one merger that won't have to be approved by the FCC for there were no contracts to be signed other than a marriage license. Our continuity director, Marylou Lenken, married a WAUX salesman, Bob Shanahan. And, as if this weren't complicated enough, he is the brother of our afternoon disc jockey, Tom Shanahan.

Hugh K. Boice Jr., Gen. Mgr.
WEMP Milwaukee, Wis.

BRIDE, GROOM AND BOSSES (l to r): Mig Figi, general manager, WAUX Waukesha; Charles Williams, commercial manager, WAUX; bridegroom Robert D. Shanahan, WAUX sales executive; bride Marylou Lenken Shanahan, continuity director, WEMP Milwaukee; Hugh K. Boice Jr., WEMP general manager, and Tom Shanahan, WEMP disc jockey, who also is the bridegroom's brother.

You'll be Sold too!



ABC TV PRIMARY
CBS SUPPLEMENTARY

WMUR-TV

CHANNEL 9 IN NEW ENGLAND

MANCHESTER, NEW HAMPSHIRE

FORJOE TV
IS SOLD ON WMUR-TV COVERAGE!

Unduplicated network programming in over a million homes!

FORJOE TV
IS SOLD ON WMUR-TV'S LOW COST!

The lowest rate in the country for stations with comparable number of viewers!

FORJOE TV
IS SOLD ON WMUR-TV'S SALES PUNCH!

901 local advertisers are, too! And their unsolicited testimonials prove the impact!

AND

FORJOE TV Inc. CAN SELL YOU!

GET THE FACTS TODAY! CALL ONE OF THESE FORJOE-TV OFFICES:

New York	Seattle
Chicago	Los Angeles
San Francisco	Atlanta
Dallas	Philadelphia

WEEKEND VIEWERS STAY UP LATE FOR "3-STAR THEATRE"

Here's the record of "Three Star Theatre," on KCRA-TV, presenting big-name, late evening feature films that dominate the Sacramento market!

Average Rating: 13.7*

Average Share of Audience: 79.3%

"THREE STAR THEATRE" is seen at 11 p.m. Saturday, following "Hit Parade" (33.5 lead-in) and at 11 p.m. Sunday (24.1 lead-in).

YOUR PETRY MAN KNOWS all about "Three Star Theatre" on KCRA-TV. Give him a call about participations.

* Sacramento Television Audience ARB: February 8-14, 1956

KCRA·TV
CHANNEL 3
SACRAMENTO, CALIFORNIA
100,000 Watts Maximum Power
BASIC NBC AFFILIATE
represented by Edward Petry & Co.

our respects

to JOHN PRATT TAYLOR

"A RARE combination of administrator, engineer, writer and expert in advertising and sales promotion. . . ."

Thus reads, in part, a citation made to John Taylor in 1952 when he received the RCA Victor Award of Merit, the highest that RCA makes among its salaried employes. Mr. Taylor, who bears the impressive title of advertising and sales promotions manager for RCA commercial and defense electronics products, was cited particularly for "extraordinary service" to RCA.

"Extraordinary" is an apt word for John Taylor. Both inside and outside of RCA, men who have known him over a long stretch of years—a stretch that in some cases goes back through a quarter-century of radio—will tell you that this summary excerpt from the 1952 citation, accurate though it is incomplete.

They will tell you, for example, that he is one of radio's master salesmen and that the proof of this talent extends from the 1930's when John Taylor, then like radio in the formative days of his career, "equipped" many of the most important stations in the country today. They will tell you that, along with being an engineer, he is especially expert in a number of difficult engineering subjects, such as uhf and color television, for instance. Others will cite his ability as an editor. At least one man, who has had occasion to work closely with Mr. Taylor although not himself employed by RCA, says he quite often is amazed by the range of the man's knowledge and interests. It is his considered opinion that there are few advertising men, at the most, who possess Mr. Taylor's all-around radio-tv knowledge.

These are things that those who know him will tell you. The official biographical files on him are surprisingly skimpy. For Mr. Taylor is also a modest man. He shuns personal publicity.

The 1952 citation does fill in significant parts of the picture:

"While guiding the advertising and promotion of a bewildering variety of product lines, Mr. Taylor also found time to continue editing *Broadcast News,* a magazine of such excellence and authority that it compares favorably with the best professional publications in the field; and, furthermore, to inaugurate a second periodical, *Communications News,* which gives promise of equally high standing.

"In a field where exhibitions and trade shows are of great importance, John Taylor has proved himself a master exhibitor. His ingenuity and sense of showmanship made possible the participation by his department in an unusual number of exhibits.

John Pratt Taylor was born in Williamsport, Pa., on Sept. 1, 1906, son of Edward and Bertha Pratt Taylor.

He has been an active participant in the electronics and broadcast fields since his graduation from Harvard U. in 1929 with a degree in electrical communication. His early interest in this field led, soon after his graduation, to participation in the development and testing of some of the earliest broadcast transmitters. He became a member of the staff of W2XAF, often described as first of the high-powered transmitters that made shortwave communications history.

He also displayed in those days the quality of industry that still marks him. He joined RCA in November 1930 as an engineer in the Camden (N. J.) plant—meanwhile continuing his education with postgraduate courses at Union College (1930) and the U. of Pennsylvania (1931).

During 1930, Mr. Taylor was assigned to the broadcast transmitter sales department, where he began a long association with members of the broadcasting field. From 1938 to 1941 he was field representative for RCA broadcast transmitter sales in the southwest district.

In 1941 an important new area of electronics —that of high-frequency heating—beckoned to him, and for the next three years he took part as a sales engineer in pioneering efforts to apply this outgrowth of radio wartime manufacturing processes.

Broadcasters today generally associate Mr. Taylor with the advertising and sales promotion of RCA radio and television broadcast equipment, which he has been supervising for the past 13 years. Less well known to them is the fact that these activities represent only a part of the Taylor package. Simultaneously, he also has supervised the advertising and sales promotion of RCA's broad lines of electronic products for commercial and military applications. As advertising and sales promotions manager for RCA commercial and defense electronics products—to which full title and responsibilities he was named in 1955—he is as widely known in the industrial, defense, communications and theatre fields as in radio-tv.

Moreover, as editor of *Broadcast News,* an RCA publication with wide circulation in the industry, he has won a name as one of the most dedicated diggers for facts in the business.

Mr. Taylor is married to the former Ethel Larned of Schenectady, N. Y. They have two children, Edward L. and Dorothy Jane. He lives at Haddonfield, N. J., where he practices —to near perfection, according to many visitors —his prime hobby of gardening, with azaleas as his specialty.

He is a member of the Institute of Radio Engineers, the Acoustical Society and the American Society for Metals.

WJHP-TV

ABC—NBC

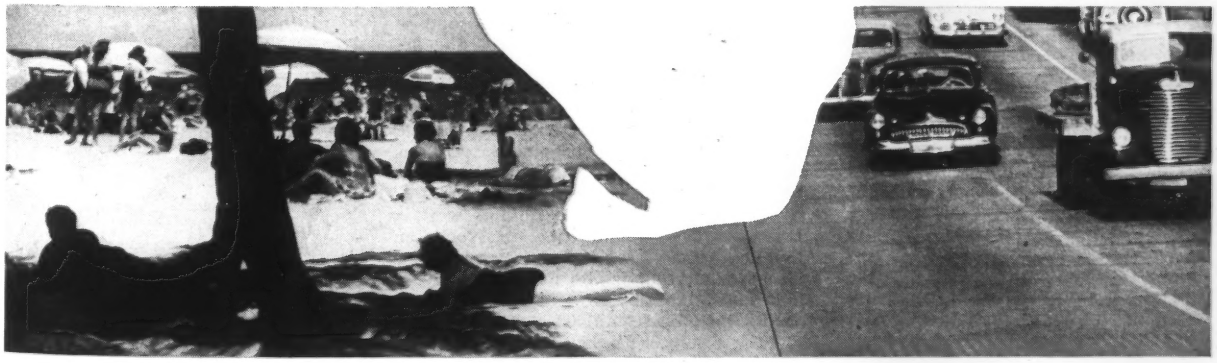
JACKSONVILLE FLORIDA

announces with pleasure the immediate appointment of

Edward Petry & Co., Inc.

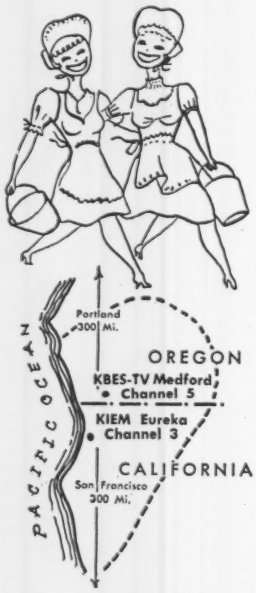
AS EXCLUSIVE NATIONAL REPRESENTATIVES

NEW YORK · CHICAGO · ATLANTA · DETROIT · LOS ANGELES · SAN FRANCISCO · ST. LOUIS



THE CALIF.-ORE. TV TWINS

. . . bridge the gap between San Francisco and Portland with EXCLUSIVE VHF coverage on channels 3 & 5.



the *Smullin* TV Stations

KIEM CHANNEL **3** Eureka, Calif.

KBES CHANNEL **5** Medford, Ore.

(Affiliated with KIEM-AM, 5000 Watts, 1480 KC., KRED-FM, Eureka, Calif., and KUIN, KGPO-FM, Grants Pass, Oregon)

two markets one billing

MARKET FACTS

POPULATION	324,745
FAMILIES	106,908
TV FAMILIES	65,023
RETAIL SALES	$420,528,000
CONSUMER SPENDABLE INCOME	$467,743,000

CBS

for CALIF.-ORE. TV TWINS call DON TELFORD
Mgr. (TWX Eureka 16) Phone: Hillside 3-3123

or ask HOAG-BLAIR national representatives

NEW YORK • CHICAGO • DETROIT • JACKSONVILLE • ST. LOUIS • SAN FRANCISCO • LOS ANGELES • DALLAS • BOSTON • SEATTLE

JODY CALDWELL

on all accounts

HAVING a background of station and on-air experience in both radio and television is a significant help to the work of an agency timebuyer, according to Jody Caldwell, media director of the Carl Falkenhainer Agency, Los Angeles.

Carl Falkenhainer founded his agency two years ago, after three decades as an executive and marketing consultant in the retail drug and related fields. Therefore, it is only natural that Mrs. Caldwell finds herself placing radio-tv business for accounts familiar in the corner drug store and requiring heavy point-of-sale merchandising in addition to regular consumer advertising in mass media like radio-tv.

Topping her list is the Southern California Pharmaceutical Assn., representing 1,300 independent retail stores, whose extensive radio-tv advertising is part of a total marketing package sold by the association to national manufacturers. Under this plan, she buys time to promote such products as Paper-Mate pens, Schick electric shavers, Anahist, Charles Antell Inc., Tartan (McKesson & Robbins), Mystik Tape, St. Joseph aspirin and Zotox, a poison ivy remedy of Zotox Pharmacal Co.

Born Jody Green in Bartlesville, Okla., Mrs. Caldwell wanted to become another Katharine Cornell so she went to New York and studied serious drama for several years at various professional schools. She did summer stock and then opened her own school at Bartlesville in 1940. Two years later she joined the announcing staff of KVOO Tulsa and in 1944 switched to WWVA Wheeling, W. Va., where she did copy writing, retail contact and other advertising chores in addition to announcing.

She went to Los Angeles in 1946 to work for Howard Hughes Productions and soon became Mrs. William T. Caldwell. She left Hughes in 1947 to keep house and plan for the arrival of Debby, the Caldwells' only child. By 1951 she was anxious "to get back in business" and joined KFI-TV Los Angeles as sales secretary. Subsequently changing to part time work, Mrs. Caldwell "helped out" at Irwin-Los Angeles Adv. and Telemount Productions.

By 1954 she was back to fulltime work as media director and timebuyer for Noel Lent Adv., Los Angeles, and early last year switched to her present position with Falkenhainer.

Her husband is in charge of customers' relations for the electronic division of Rheem Mfg. Co. The Caldwells have their own home in North Hollywood where "I try to keep down the volume on my husband's hi-fi system," she says.

You Get Maximum Coverage

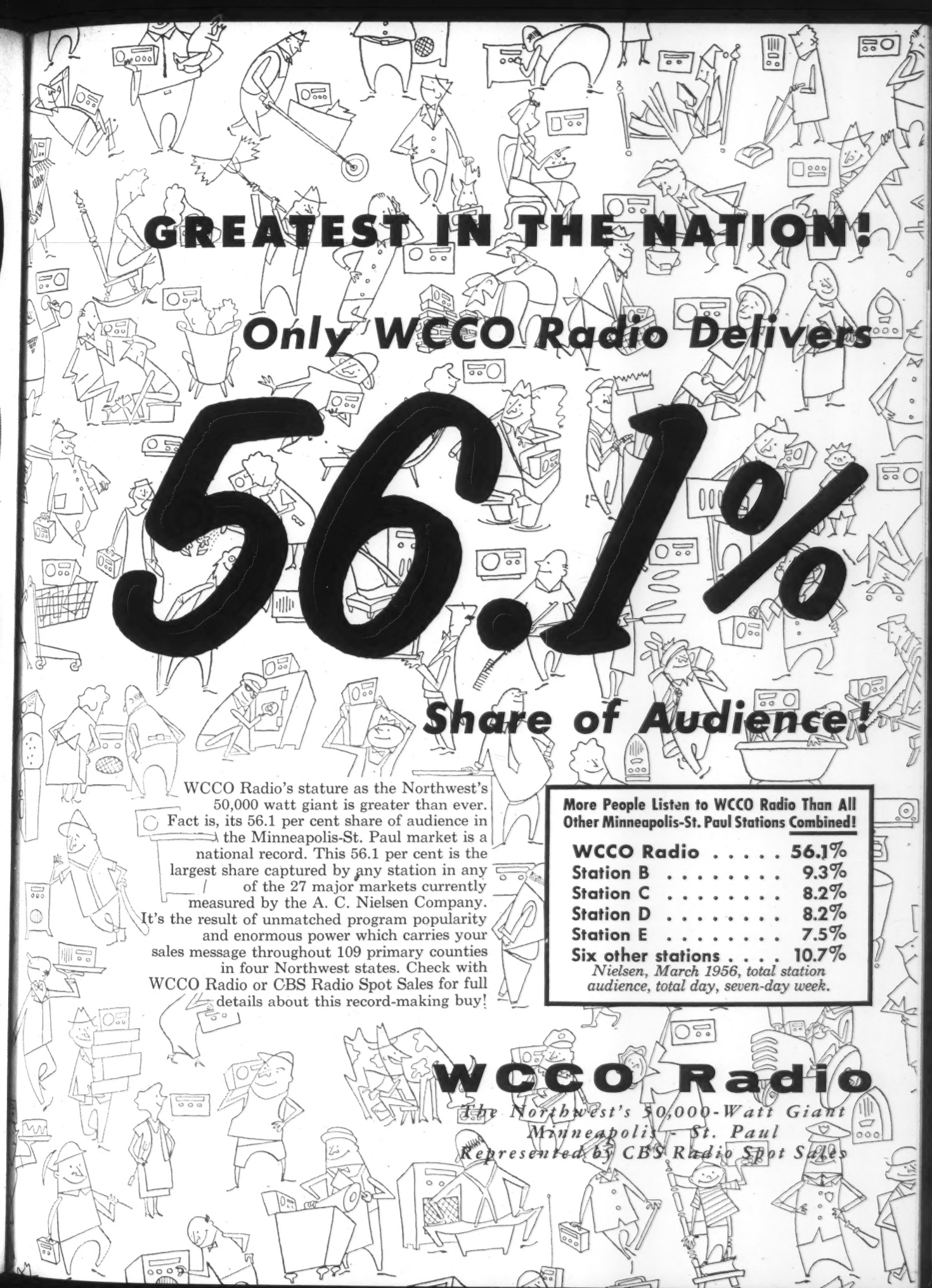
In Southeast New England

Only With WJAR-TV

NBC

Contact WEED Television or

CHANNEL 10 PROVIDENCE, R. I.



GREATEST IN THE NATION!

Only WCCO Radio Delivers

56.1%

Share of Audience!

WCCO Radio's stature as the Northwest's 50,000 watt giant is greater than ever. Fact is, its 56.1 per cent share of audience in the Minneapolis-St. Paul market is a national record. This 56.1 per cent is the largest share captured by any station in any of the 27 major markets currently measured by the A. C. Nielsen Company. It's the result of unmatched program popularity and enormous power which carries your sales message throughout 109 primary counties in four Northwest states. Check with WCCO Radio or CBS Radio Spot Sales for full details about this record-making buy!

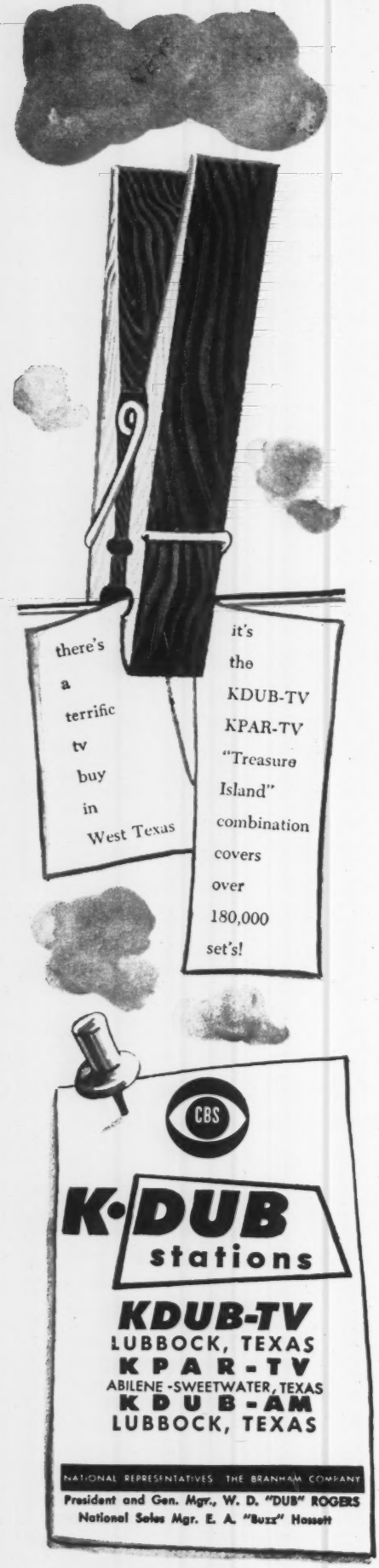
More People Listen to WCCO Radio Than All Other Minneapolis-St. Paul Stations Combined!

WCCO Radio	**56.1%**
Station B	**9.3%**
Station C	**8.2%**
Station D	**8.2%**
Station E	**7.5%**
Six other stations	**10.7%**

Nielsen, March 1956, total station audience, total day, seven-day week.

WCCO Radio

The Northwest's 50,000-Watt Giant
Minneapolis - St. Paul
Represented by CBS Radio Spot Sales



—IN THE PUBLIC INTEREST—

Houston Handles ROA Drive

BRYAN HOUSTON Inc., New York, last week was appointed "volunteer agency" for The Advertising Council's "Religious Overseas Aid" drive. Sponsors of the campaign are the Church World Service (National Council of Churches of Christ U. S. A.), Catholic Relief Services-National Welfare Conference and the United Jewish Appeal-Synagogue Council of America. All-media backing is planned for the campaign, to be coordinated by Palen Flagler, advertising director of J. P. Stevens, one of the accounts serviced by the Houston agency.

$10,000 for Olympic Team

MORE than $10,000 was raised to aid the 1956 U. S. Olympic team in a telethon by four commercial television stations in central Michigan and Michigan State U.'s educational station.

Staged in MSU's ice arena, the telethon originated over the facilities of WKAR-TV, the university's station, with WKNX-TV Saginaw, WJIM-TV Lansing, WTOM-TV Lansing, and WWTV (TV) Cadillac, carrying the program.

WTIC Fosters Scholarship

A $1,000 SCHOLARSHIP—part of an award to WTIC Hartford by the Thomas A. Edison Foundation last winter in recognition of the station's "service to youth in the community" —was made Thursday to a 17-year-old high school student. The award will be used towards a college education in electrical engineering.

According to Paul W. Morency, president of the Travelers Broadcasting Service Corp., which owns and operates WTIC, the WTIC-Edison Scholarship Committee selected the engineering field because it felt the grant thus keeps with the foundation's efforts to fill a critical shortage of able scientists.

'They Counted on Radio'

NARTB is distributing a 15-page booklet describing the role of commercial radio in disaster warning, control, interpretation and relief during the 1955 tornadoes. The pamphlet carries praise for broadcasters in the form of letters to NARTB President Harold Fellows from the chief of the U. S. Weather Bureau, F. W. Reichelderfer, and the chairman of the American Red Cross, E. Roland Harriman. Title: "When Disaster Threatened . . . They Counted on Radio!"

Heat on Gamblers

AN INVESTIGATION by the news bureau of WKY-AM-TV Oklahoma City is credited with leading to a crackdown on gambling syndicates in that community by local police.

The police campaign began after WKY-TV newsman Ralph Combes checked the Internal Revenue Bureau and discovered 40 gambling stamps in Oklahoma City. Inquiries were made of the police department, which then released a statement to the effect that it planned to drive the bookies out of business.

Subsequent news stories using Mr. Combes' gambling-list information triggered a raiding campaign two days later.

The $250,000,000 Give-Away Show!

by Harold F. Walker

A Quarter of a *Billion* Dollar Market is available in the Memphis Negro Trade Area! Naturally, the $250,000,000 Question is: HOW YOU can get in on the cash award? Here's the answer. WDIA's 50,000 watts and consistent top-ratings control, almost to monopoly, Negro consumer contact in this section of the South.

SPECIALIZED MARKET

There is, within WDIA's radius, a total of 1,237,686 Negroes—nearly 10% of the entire Negro population of the United States. They will earn in excess of a quarter of a billion dollars in 1956, and they will spend 80% of their income on such commodities as coffee, detergents, drug supplies, and soft goods. WDIA is meeting this specialized market with customized sales promotion for name-brand merchandise, such as:

Carter's Liver Pills, Borden, Mazwell House Coffee, Cheer, Kellogg, and Colgate Dental Cream.

SPECIALIZED STATION

WDIA can channel your sales messages directly to ready-made, loyal audiences, because this 50,000 watt station is operated exclusively for Negroes. Programs feature only Negro talent—announcers, MC's disc jockeys, musicians, and home economists. Listeners, with a quarter of a billion dollar pay check, feel that WDIA is their station. They respond to Negro stars with racial pride and support products, which they represent, with stout fidelity.

MARKET DEVELOPMENT

Moreover, this market potential is just developing. As industry moves more and more rapidly to this section, Negroes become a stronger integral factor in the expanding economy. They are evolving a social consciousness, elevating their standard of living, constantly buying more and better goods.

MARKET FOUNDATION

The market foundation is, already, an established order. WDIA can sell your consumer goods over radio programs that offer more opportunities than a Give-Away Show. You ask the questions, we furnish the answers on how to win your share of a $250,000,000 Market. Send your name and address, on your letterhead, today. We will mail to you irrefutable facts and figures, along with your bound copy of, "The Story Of WDIA!"

WDIA is represented nationally by John E. Pearson Company.

JOHN PEPPER, President

BERT FERGUSON, General Manager

HAROLD WALKER, Commercial Manager

SOLD OUT

ON KTTV-TV – LOS ANGELES...
FULLY SPONSORED BEFORE THE FIRST TELECAST!

104 FINE FIRST RUN FEATURE FILMS
"HOLLYWOOD MOVIE PARADE"

Presented by

SCREEN GEMS, INC.
TELEVISION SUBSIDIARY OF
COLUMBIA PICTURES CORP.
233 WEST 49 ST., NEW YORK 19, N.Y.

....and these great stations are also on the way to full sponsorship of "HOLLYWOOD MOVIE PARADE"!

KOB-TV—Albuquerque, New Mex.
WBRC-TV—Birmingham, Ala.
WTTV-TV—Bloomington, Ind.
KIDO-TV—Boise, Idaho
WJW-TV—Cleveland, Ohio
WBNS-TV—Columbus, Ohio
KOA-TV—Denver, Col.
WJBK-TV—Detroit, Mich.
KFJZ-TV—Ft. Worth, Tex.
KFRE-TV—Fresno, Cal.
KGBT-TV—Harlingen, Tex.
KTCA-TV—Honolulu
KPRC-TV—Houston, Tex.
WDXI-TV—Jackson, Tenn.
KCMO-TV—Kansas City, Mo.
KLAS-TV—Las Vegas, Nev.
KARK-TV—Little Rock, Ark.
WHAS-TV—[illegible]
KMID-TV—Midland, Tex.
WCCO-TV—Minneapolis, Minn.
WLAC-TV—Nashville, Tenn.
WDSU-TV—New Orleans, La.
WCBS-TV—New York, New York
WOW-TV—Omaha, Neb.
WCAU-TV—Philadelphia, Pa.
KOOL-TV—[illegible]
KDKA-TV—[illegible]
KCRA-TV—Sacramento, Cal.
KUTV-TV—Salt Lake City, Utah
KFSD-TV—San Diego, Cal.
KRON-TV—San Francisco, Cal.
WARM-TV—Scranton, Pa.
KREM-TV—Spokane, Wash.
WSYR-TV—[illegible]
WSB-TV—[illegible]
KPHO-TV—[illegible]
WOAI-TV—[illegible]

IT CAN HAPPEN TO YOU!

Big or Small...A Plan For All!

104	52	26

Pick The Package That Fits Your Needs!

SINGLE RUN	2-3-4 RUNS	LIBRARY DEAL

WPTF FACT SHEET

THE MARKET

2,955,000 People with $2,249,749,000 Retail Sales

	NCS Coverage		NCS Coverage
Population	2,955,000	General Merchandise	307,297,000
Families	693,900	Furn. H. H. & Radio	124,226,000
Effective Buying Income	$2,912,255,000	Automotive	484,295,000
Farm Gross Cash	864,679,000	Gas Stations	177,069,000
Retail Sales	2,249,749,000	Lumber, Bldg., Hdw.	187,011,000
Food Sales	458,272,000	Drugs	61,601,000

* Source: Sales Management Survey of Buying Power, May 10, 1956.

HOMES USING RADIO

	6AM-12N	12N-6PM	6PM-12M
1955	22.6%	24.4%	24.1%
1956	25.2%	27.0%	26.6%

• Source: Area PULSE Covering 32 Counties

Radio Listening Up 10% Over Last Year

SHARE OF AUDIENCE

Leading Stations—Monday thru Friday

Stations	6AM-12N	12N-6PM	6PM-12M
WPTF	35%	35%	40%
Regional Net	14	12	11
Station "A"	5	6	6
Station "B"	6	4	5
Misc. (58 stns)	40	43	38

• Source: Area PULSE Covering 32 Counties

WPTF Has More Than Double the Listeners of Its Nearest Competitor, a Regional Network

FOUR-YEAR TREND

WPTF Share of Audience

Year	6AM-12N	12N-6PM	6PM-12M	Average
1953	31%	30%	33%	31.33%
1954	32	32	35	33.00%
1955	35	36	37	36.00%
1956	35	35	40	36.67%

• Source: Area PULSE Covering 32 Counties

WPTF's Share of Audience Keeps on Growing!

WPTF

50,000 Watts 680 KC

NBC Affiliate for Raleigh-Durham and Eastern North Carolina

R. H. MASON, General Manager GUS YOUNGSTEADT, Sales Manager

Peters, Griffin, Woodward, Inc., National Representatives

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BROADCASTING TELECASTING

May 28, 1956

Vol. 50, No. 22

NBC CHARGES FILM INTERESTS ARE BEHIND NETWORK ATTACKS

Two months ago, on March 26, independent tv broadcaster Richard A. Moore, in testimony before the Senate Commerce Committee, loosed an all-out attack on network television option time and must-buy requirements (B•T, April 2).

Last Friday, NBC returned Mr. Moore's fire. In a 42-page "Statement of Facts" supported by 16 exhibits, that network filed with the committee its defense of those two arrangements. The document preceded by 18 days the first formal network testimony on the subject: CBS President Frank Stanton will appear on June 12, NBC President Robert W. Sarnoff on June 14 and ABC President Robert E. Kintner on June 15.

First and most telling salvo of the NBC answer was a charge that Mr. Moore, ostensibly representing independent KTTV (TV) Los Angeles, of which he is president, is in reality in league with a group of film syndication firms: Ziv Television Programs, Television Programs of America, Official Films, Screen Gems and RKO Teleradio Pictures. It further charged that these and other film interests were seeking to destroy the network structure so that they could flood U. S. tv stations with their product, the various syndicated film series and Hollywood feature films.

In passing, NBC also took note of other interests out to intrude on the television programming industry, including the advocates of pay-as-you-see television. It classified these interests as seeking to exploit the developed tv circulation which was pioneered by the networks at the cost of great monetary loss which only recently has begun to be regained.

The Moore testimony had suggested that FCC regulations be amended to prohibit the option time and must-buy arrangements, saying they (1) restrict the tv licensee from exercising its own judgment in programming in the public interest, (2) restrict advertisers, large and small, from using tv on a freely competitive basis, (3) restrict creative talent from presenting its products on tv and (4) restrict unaffiliated stations from presenting "the finest possible programming."

NBC's statement dealt in detail with all facets of Mr. Moore's arguments, and threw in a comprehensive explanation of the entire network concept and structure for good measure. The most significant parts of that statement are reproduced below and on the next seven pages.

THE attack on option time and the policy of selling a basic network is an attack on the very foundation of the network system. Those who call for the elimination of these procedures make the pretense that they are proposing only a few minor adjustments in the network operation. Such "adjustments" would be as minor as cutting off the current from a tv set, on the claim that this would improve the picture.

Who is levelling this attack on the fundamentals of the network service? It is not the viewing public, or the affiliated stations, or the national advertisers—all of whom derive great benefits from this service.

The attack on option time and the basic network policy ostensibly comes from the president of KTTV Inc., the licensee of an unaffiliated television station in Los Angeles, who testified at length before this committee on the alleged "restraints" involved in these network procedures.

His testimony falls into clearer perspective in the light of the undisclosed interests for whom he was speaking when he testified before this committee.

We understand that Mr. Moore's presentation was part of an organized campaign previously agreed upon and financed by a group of film syndicators and related interests, whom Mr. Moore served as treasurer and to whom he has made periodic progress reports. We futher understand that this film group had a series of meetings, agreed upon the retainer of counsel who represented Mr. Moore at his appearance before this committee, and consulted together on the network attack to be made through Mr. Moore.

Among the members of this film group were Ziv Television Programs Inc., Television Programs of America Inc., Official Films Inc., Screen Gems Inc., and General Teleradio Corp. (now RKO Teleradio Pictures Inc.). The first four companies just named are television film syndicators; one of them—Screen Gems—is owned by Columbia Pictures, a major Hollywood motion picture producer. The fifth company, RKO Teleradio Pictures, is part of the RKO motion picture organization with principal interests in Hollywood film production.

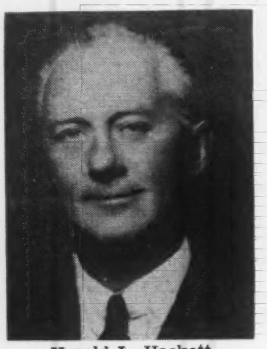
We do not know how many other film or related interests have become associated with this group; but if the committee desires to obtain further information on the matter, Mr. Moore is undoubtedly in a position to supply such information at the committee's request.

If this film group should succeed in undermining the network system, the great national service provided today by three intensely competitive television networks would ultimately be reduced to the lowest common Hollywood denominator. The wealth of fine entertainment, educational and cultural programs available in the diversified schedules of the networks would be replaced by a continuing flow of stale and stereotyped film product.

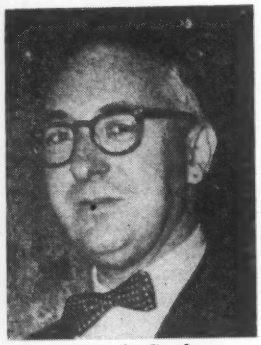
In this connection, it should be emphasized

ARE THEY IN THE SHADOWS BEHIND MOORE?

Frederic W. Ziv
Ziv Television Programs



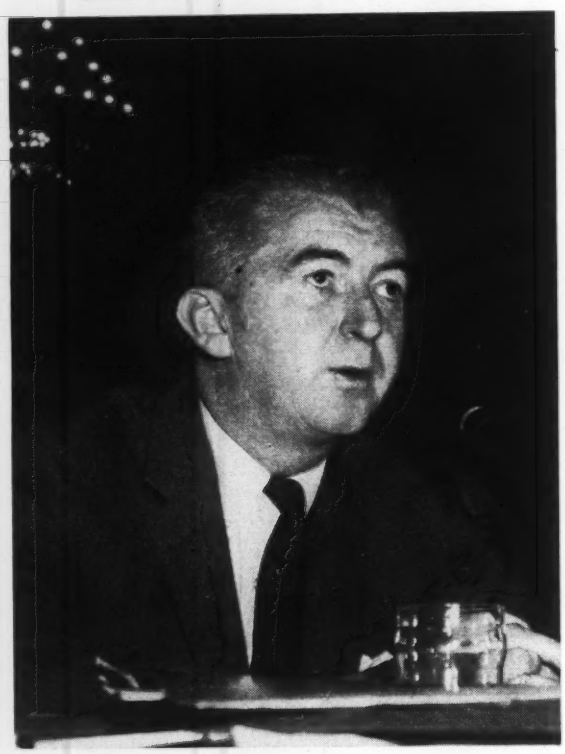
Harold L. Hackett
Official Films



Milton A. Gordon
TPA

Ralph Cohn
Screen Gems

Thomas F. O'Neil
RKO Teleradio Pictures



KTTV (TV) President Richard A. Moore was backed by a Harvard lawyer when he testified before the Senate Commerce Committee March 26 that network option time and must-buy agreements are in violation of the antitrust laws. NBC, in its rebuttal to the Moore testimony, says he also had these five major film syndication companies in his corner, but not in evidence, at the time.

that tv film syndicators, such as those represented by Mr. Moore, are by no means the only interests seeking to profit by displacing the network system of national broadcasting.

A wide variety of promoters and financial traders are now entering the television field with masses of old Hollywood film backlog which the motion picture studios are selling to them in bulk packages. Now that television has been developed to a national system serving 37,000,000 homes, these promoters and financial traders are looking to this new public communications medium as a source of quick profit from reruns of the old Hollywood movies, most of which have outlived their theatrical usefulness. To obtain such profit, they must force huge amounts of television time for thousands of these movies; and the disruption of the network service offers an inviting route to achieve this objective.

The Hollywood backlog recently released aggregates 1,888 old Hollywood features, and 4,072 movie shorts. These have been released to television for a total of well over $42,000,000.

Over and above this recent release of movie backlog are more than 7,500 old Hollywood features already in the hands of tv distributors.

In addition, among the transactions in current negotiation is the release for television use of the M-G-M backlog of 770 feature films and 900 shorts. According to press reports, a value of at least $50,000,000 has been placed on this package.

The foregoing totals over 10,000 full length feature movies, moving into the television market. These, together with the movie shorts now in syndication would absorb *all* the broadcast time of a station operating 16 hours daily for more than three years running. Moreover, the amount of film available for television is constantly increasing and is not reduced through use.

A third group of film and related interests seeking to exploit the national television system are the proponents of pay-as-you-see television. Their purpose is to chain television to a coin box; and although, like the film syndicators, they disavow any intention to supplant the network service, their efforts—if successful—could so disrupt the network system that it could not continue the type of free programming which has made television the vital force it is in American life.

There are various associations between the promoters acquiring the Hollywood backlog for television and the pay-as-you-see promoters. For example, C&C Television, which has acquired the RKO backlog from RKO Teleradio Pictures (a member of the Moore group), is headed by Mr. Matty Fox, associated with Skiatron, a leading advocate of pay-as-you-see television, which has also testified before this committee.

These film interests and financial traders, if successful in their designs on television, could reap a mountain of profit from the molehill of their contribution to the broadcasting art. But if they achieve their objectives, the American public and the vital new industry of television will be the twin losers.

The networks, which are under direct or indirect attack from these various groups, are the same networks which in 30 years have provided the basis for the creation of three great industries—first radio, then black-and-white television, and now color television.

It was the networks which developed the facilities and skills and undertook the financial risks of building a national television program service—not the film-come-latelys or the promoters with Hollywood backlogs in their portfolios. While the networks were chalking up annual losses of millions of dollars to develop the new medium, the film interests withheld their product from it; and turned to television only after it had been built by others.

Since then, the film syndicators have been expanding rapidly in television. With Mr. Moore as their spokesman, they are now seeking to expedite this expansion by asking the government to create artificial vacuums in the network service—so that they can move in and occupy the field.

FROM 1947 through 1954, the NBC television network was substantially in the red on a cumulative basis. Indeed, it was only last year —in 1955—that the cumulative operating results of the NBC television network first showed a profit.* And even before this point was reached, NBC had undertaken—and is now actively pursuing—a major and costly new development: the development of color television.

The nationwide audience created by the network service has provided the base for all forms of television advertising: not only national network advertising, but also national spot advertising, used by regional advertisers and by some national advertisers for selected-market campaigns; and local advertising, used by manufacturers and retailers operating within a single market area. All three forms of television ad-

* Also illustrative of the risks and costs of the network business is its high break-even point, reflected by the ratio of net income to sales. The net income of the NBC television network for the nine years 1947-1955 was 0.4% of its net sales over that period. For the year 1954 the network's net income was 1.1% of net sales, and for 1955 it was 3.4%. The Federal Trade Commission and Securities & Exchange Commission have reported that, for all United States corporations in the size classification in which NBC and the other network companies fall ($100,000,000 or more of total assets), the ratio of net income to net sales of the same nine year period was 6.9%, and that for the years 1954 and 1955 the ratio was 6.5% and 7.4% respectively.

vertising have flourished. Indeed, national spot and local television advertising volume has had a rate of growth almost precisely parallel to the rate of growth of network advertising volume.

With the television base established by pioneering networks, a new market was opened for Hollywood film. As stated before, the foundation of the Moore position is that film production and syndication for television are being suppressed by the network service furnished to stations under option time arrangements; on this foundation, his film group constructs a series of other alleged restraints—against affiliated stations, unaffiliated stations and advertisers.

The fact is that television film production and syndication are doing a record business. The film syndicators themselves predict an even greater expansion in their production and sales in the coming year.

The huge expansion in the number and earnings of Hollywood television writers, as officially reported by the Writers Guild of America, also reflects the booming condition of television film production:

"According to WGAW records, the highest number of television writers employed during any week in February 1955 was 79. Records for February 1956 show 276.

"The 1955 figures were exclusive of the networks, with whom the Guild did not at that time have a contract, but included the major studios and independents then active.

"As comparison the number of writers writing for the major film television subsidiaries in February 1955 was 34; this February, 80. The number of writers writing for independent film television producers in February 1955 was 45; this year, 129.

"Television writer income shows a corresponding increase: for the 10 months ending Jan. 31, 1955, gross earnings, as reflected in dues paid, were $1,441,500. This past 10 months these earnings were $4,583,500 or an increase of $3,142,000 in writer income for a partial year on the West Coast" (*WGAW News*, March 1956).

Why Films Go on Networks

Mr. Moore cites several instances in which KTTV was unsuccessful in obtaining a new film series for use only in Los Angeles because a network or national advertiser had bought the series for use on a nationwide basis. The simple economic facts of the syndication business, rather than any network practice, provide the reason for KTTV's inability to get such programs. The producer of a film series will always prefer to sell it initially to a national advertiser or a network, and subsequently to syndicate on a market-by-market basis, because an initial national sale generally covers production cost and eliminates the producer's risk.

If there is any prospect of decrease in the production of *new* film for television syndication, it will not be the result of any aspect of network operations; but rather, the result of the release to television of huge masses of Hollywood backlog, referred to previously.

Over and above the many thousands of movie films recently released to promoters for television, and the further Hollywood backlog for which distributors are negotiating—plus the 9,000 half-hour film programs made for television syndication—the syndicators use film program series which have completed their network broadcast. For example, a substantial number of film series, which were broadcast on networks during the past season—and were not renewed because they did not make the grade—are now going into syndication. In addition, the inventory of film for syndication is not reduced through use, but is progressively increased through "reruns."

With this plethora of film for television, there is the most active jockeying for television placement of film product.

The film syndicators represented by Mr. Moore are acting as the spearhead in a direct attack on the network system. They want to create a vacuum in the existing service so that they can fill it with their product. If they succeed, they may see it filled—not by their own product—but by repeated re-runs of Hollywood feature films. The accumulated product in Hollywood's vaults—most of it musty and outdated—would hit television with the impact of a tidal wave. The American viewing public would literally drown in a celluloid sea. This likelihood is given added reality by the huge sums at stake in the trading of Hollywood backlog from motion picture studios to promoters to tv distributors.

In the play and byplay for additional film profits from television, the public interest in an expanded television service would be submerged, if the network system is dismantled at the instance of film syndicators and traders. The disruption of the structure of live networking would mean the death of a national communications service of great range and vitality, with rival film interests fighting over the remains of the television system, which would shrink in scope and public value to a tiny fraction of its potential.

In any event, as regards the specific issues raised before this committee by the Moore presentation, the record is clear that the availability of film programs for use by television stations and advertisers on a non-network basis is *not* being suppressed by the network service. The facts show, on the contrary, that existing television usage of syndicated film is so active and widespread that it has stimulated continued expansion in this field.

With the demolition of the basic charge of suppression of television film production and distribution, the structure of the Moore argument falls apart. The essential nature of option time arrangements and the propriety of the basic network policy in providing a national network service will be discussed in the following sections.

THE propriety of option time agreements between networks and stations is specifically covered in the Chain Broadcasting Regulations adopted by the Federal Communications Commission in 1941 after protracted hearings, and upheld by the Supreme Court in 1943.

The range of discretion provided for stations to reject network programs offered in option time, as provided by the regulations and the contracts, is a far cry from the Moore claim that by virtue of option time, "all affiliated stations are compelled to broadcast during certain periods, whatever programs the network company offers, and only those programs."

The regulations also were carefully designed to prevent stations from optioning too much of their time to networks. Thus, the regulations divide the broadcast day into four segments, all determined in terms of local time at the station.* Stations are prohibited from granting options to networks on more than three hours of time in any one of these segments. Thus in Class A time, which generally is from 6-11 p.m., a network may not and does not option more than three out of the five hours. Again, the facts do not support the Moore claim that virtually all of the "prime viewing hours" are subject to network option.

The particular hours subject to network option are specified in the affiliation contract. The hours specified in NBC contracts vary from time zone to time zone, since the option arrangement is designed to provide for simultaneous national broadcast, cutting across the four time zones. Generally, NBC options three hours in each of the morning, afternoon, and evening segments—or nine hours out of the total broadcast day of its affiliated stations. It has never optioned time in the 11:00 p.m.-8:00 a.m. segment. The Moore statement that networks option 12 hours of time a day is simply not true.

Stations Want Affiliation

Nobody requires any station to enter into an affiliation contract with a network. Stations seek network affiliation because of the great values they obtain from the network service. The affiliation relationship involves mutual undertakings on the part of the network and the station. For example, among the obligations which NBC undertakes in its affiliation contracts are the following:

a. NBC undertakes to furnish the station with a variety of sponsored and unsponsored programs. The NBC network schedule consists of about 80 hours of programming a week. NBC's talent and production cost of this programming currently averages $1.5 million a week. NBC assumes these costs, furnishes the programs to stations and takes the risk of recovering such costs from sales to advertisers. If these costs are not recovered, NBC alone bears the loss.

b. NBC undertakes to provide the interconnections which link the station to others on the network so that the programs can be simultaneously broadcast on a nationwide basis by its affiliates, at the time periods for which the programs are designed. NBC leases from the telephone company almost 14,000 miles of intercity circuits on a regular basis for its television network, with a total annual cost for all circuits of over $14 million. The existence of such a facility for simultaneous broadcasting, as implemented by the option time arrangements with stations, provides an incomparable means for instantaneous, simultaneous, countrywide communications in times of national emergency.

c. NBC undertakes to share with the station, under an agreed formula, the revenue from the sale of time for sponsored network programs carried by the station. NBC assumes the function of selling network time and programs to national advertisers in competition with magazines, newspapers and other national advertising media. The price charged the advertiser for this time consists of the network rates for each station, aggregated for the total number of stations which the advertiser uses for the particular network program.

On its part, as indicated before, the affiliated

* These segments are 8:00 a.m. to 1:00 p.m.; 1:00 p.m. to 6:00 p.m.; 6:00 p.m. to 11:00 p.m., and 11:00 p.m. to 8:00 a.m.

HE'LL TESTIFY

PART II of NBC's rebuttal to the Moore anti-option time testimony will come June 14 when President Robert W. Sarnoff appears as a witness before the Senate Commerce Committee.

BRICKER, STANTON EXCHANGE REBUTTALS

SEN. John W. Bricker (R-Ohio) last Wednesday issued a reply to CBS President Frank Stanton's charge that the Ohio Republican seeks "suppression" of the tv networks [B•T, May 21]. Dr. Stanton penned a reply of his own a few hours after Sen. Bricker's letter was made public Thursday (see sidebar).

Sen. Bricker said he was releasing the letter to "clear the record" concerning "misleading and outright false statements" made in Dr. Stanton's speech to the American Marketing Assn. The Ohioan also wrote the *New York Herald Tribune's* John Crosby, taking the radio-tv columnist to task for describing Sen. Bricker's bill (S 825) for FCC regulation of networks as "malarkey" and criticizing his recent report, "The Network Monopoly."

Dr. Stanton, in his reply, stated he was encouraged to learn that it was not Sen. Bricker's intention to suggest public utility regulation of networks. He then proceeded to point out why he thought the senator's feelings must inevitably lead to such regulation.

The Bricker letter to Dr. Stanton:

"Dear Mr. Stanton:

"A condensation of your recent speech before the American Marketing Assn. which appeared in the May 21 issue of BROADCASTING • TELECASTING magazine has been called to my attention.

"From a reading of that speech it would appear you feel I am opposed, *per se,* to the operation of radio and television networks and am unaware of their considerable cultural, economic and national interest value. Your speech implies I propose federal regulation of networks as a means to put them out of business.

"Nothing could be further from the truth. I am an ardent advocate of freedom from regulation except when it is proved such regulation is in the public interest. I am well aware of the importance of networks and do not propose their 'suppression'—to quote your term.

"However, the use to which the public airwaves is put assuredly is a matter of concern to the public interest. Federal guardianship of networks does not connote 'suppression.'

"Your speech further states I seek to regulate 'private radio and television networks—from transmitter to receiver—as public utilities.' No recommendation for regulation of radio and television networks as public utilities was included in my recent report on 'The Network Monopoly.' It does not follow that federal regulation of networks is synonymous with regulation as a public utility.

"At present the FCC has regulatory authority over individual stations through its licensing functions and in other ways. But such stations are not regulated as a public utility nor does the FCC attempt to decide rates, as is done in the case of a public utility.

"On the other hand, networks are not licensed by the Commission, which thus finds itself in the anomalous position of having some directive control over individual stations but no licensing authority over what is agreed is the all-important network operation.

"I believe it is in the public interest to provide for the licensing of radio and television networks and to vest in the FCC statutory authority to enforce the stated objectives of the Congress, particularly with regard to the development of local stations.

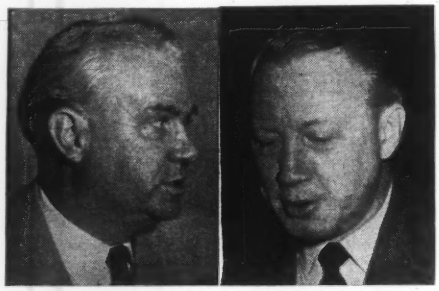
"Freedom of the networks from regulation has brought about an economic picture I find extremely disturbing. It is not a healthful condition for two networks and their owned stations to account for approximately one half the net income of the entire television industry. There are other disturbing parts of the picture discussed in my report."

TEXT of reply sent by Dr. Frank Stanton to Sen. Bricker late Thursday:

"My Dear Senator Bricker:

"The text of your May 23 letter to me, as released to the press today, has been reported from Washington.

"It is encouraging that you say that you are not opposed to networks, that you recognize 'their considerable cultural, economic and national interest value,' that you do not propose regulation 'as a means to put them out of business,' and that you do not seek to regulate networks as public utilities.



SEN. BRICKER DR. STANTON

"I have difficulty in reconciling the statements in your letter with the implicit and explicit thrust of your report, 'The Network Monopoly.' In that report you devote major attention to an analysis of network profits and to the profits of network affiliates. You charge that these profits are 'exorbitant.' You state specifically on page six 'that the figures cited herein on revenue, income and profits are but one link in the chain of facts which demand regulation of the networks to assure proper equity in the industry.'

"It seems to me that in this respect your report most clearly looks toward regulation which in fact would equate networks with public utilities. I do not understand how regulation of networks explicitly designed to achieve what you believe to be a more equitable distribution of 'revenue, income and profits' can be accomplished by a mere licensing function, confined, as you suggest, to the same kind of 'guardianship' as now obtains in licensing individual stations. Control of 'revenue, income and profits,' to me is synonymous with public utility regulation.

"Similarly, the major attention in your report of the networks' affiliation practices, to the rates stations charge for network programs and to 'access' by stations to network programming, all seem inevitably to mean that these are factors which underlie your proposal to regulate networks.

"If you propose to have the FCC regulate a station's network rate, regulate to whom networks will provide network service and regulate on which specific stations specific programs will be placed, it would appear to me that you are advocating regulation of networks as public utilities. I believe that your report itself compels the conclusion that regulation not at all dissimilar from public utility regulation is, whether you intend it or not, what is contemplated.

"Other recent statements by you confirm this conclusion. Your public statement on the record in the course of the current hearings of the Senate Interstate & Foreign Commerce Committee that there should be regulation 'from transmitter to receiver' and your recent statement to the Associated Press of May 13 that an added reason for the passage of your bill to regulate networks is to provide a 'check rein' on television networks' handling of news and controversy, further justify the conclusions in my American Marketing Assn. talk.

"But in any event, you have explicitly suggested regulation of networks as *public utilities.* On March 26, 1956, you stated (pages 1656-7 of the current 'television inquiry' hearings before the Senate Committee on Interstate & Foreign Commerce):

"'Now, if you are going to charge them (networks) with a public interest, I do not see why the ordinary public utility rules should not apply to that just the same as it does to any other public utility . . . . the (networks') power is so great that I think if ever there were a duty for the government to exercise public utility regulation, and it is an essential responsibility of the federal government in this case because of crossing state lines, it should be in this industry. I can't see any other answer to it.'

"I am persuaded, and I hope to be able to persuade you when I appear before the committee, that the perhaps inadvertent result of the enactment of your proposals would indeed be to suppress and possibly destroy networks. It is reassuring to learn now that this is not your intention."

station undertakes to broadcast in designated periods of option time the sponsored programs offered to it by NBC, subject to its right to reject any such programs for any of the reasons which have been previously detailed.

These are the basic elements of the obligations assumed by a network and a station in their affiliation relationship. None of these network obligations is assumed by film syndicators.

The option time arrangement is the basic undertaking of a station in its network relationship. The destruction of that arrangement also would destroy the network-affiliate relationship on which the network system rests.

The Content of Network Programming. Network programming is distinguished from syndicated programs in that it is: An overall *service,* covering the full range of audience interests, and not a series of unrelated shows; furnished on a regular daily schedule; developed under public interest standards, since the networks themselves are licensees of a limited number of the stations carrying the network service, and based on the technique of *live* presentations.

The latter characteristic makes use of television's special quality—the feature which distinguishes it from all other media: its immediacy and ability to communicate events as they are happening. This attribute is indispensable for certain presentations, such as special event coverage, actually programming and sports, and its spontaneity gives added values to many other types of programs.

Live programming on a national basis is

possible only through networking. Networking, in turn, requires interconnection facilities and a program clearance arrangement with stations which is accomplished by option time. Without the network service, television would shrink from a national communications system to a film transmission mechanism, supplemented by locally produced shows.

Live programs accounted for 88.1% of the total program hours on the NBC network schedule for the typical week of March 18-24, 1956. By contrast, KTTV's schedule for a similar week consisted of only 9.8% live programming, with an additional 15.9% combined live and film and 74.3% completely film.

The network program service is not only unique in the four broad characteristics just listed, but in its individual elements, which also require the networking procedures which are under attack by the film group. These elements include:

(1) *A visual news service in which outstanding reporters and analysts collect, present and interpret the news on a nationwide and worldwide basis.* To provide this daily news service, which is a basic source of information to the public, NBC has its own news organization with a staff of over 250, including commentators, reporters and cameramen working out of NBC foreign offices in London, Paris, Rome, Bonn, Tokyo, Hongkong, Taipeh, Singapore and Cairo. This news organization shoots almost 2.5 million feet of news film a year. The annual cost of this news operation exceeds $3 million. Film syndicators provide no such service to stations and the public.

(2) *Coverage of special events of national importance.* Networks are the only program organizations which, as part of their overall service, undertake to furnish stations with live coverage of important public events such as the political conventions and national election campaigns, addresses by the President and national leaders, the presidential inauguration, and congressional hearings; or with comprehensive live sports coverage of leading sports events, including the World Series, the major football classics, championship fights, the principal golf matches and tennis tournaments.

(3) *Significant cultural and public affairs presentations on a national basis, for which networks assume the costs and furnish to stations whether or not they are sponsored.* As distinguished from film syndicators, networks furnish stations with programming produced at the networks' cost as a public service, such as nationally broadcast religious series. Other examples in the field of information and culture are series like *The Search* or *Adventure* on CBS; NBC's *Elder Wise Men* series—which has brought a nationwide audience face-to-face with such outstanding personages as Herbert Hoover, Robert Frost, Wanda Landowska, Pablo Casals, Nehru, Sean O'Casey, Bertrand Russell; or the NBC Opera Theater series, including original works specially commissioned by NBC. The Opera Theater has cost the network over $2.5 million to date in presenting opera performances on television without a sponsor.

(4) *The innovation of new program forms and techniques which have tremendously enlarged the value of television to the public.* Film syndicators are program merchants, not program experimenters. Their product falls largely into the standardized pattern of the half-hour drama, adventure, situation comedy or western series. While this type of program has a place in the television service—and is included as one of many elements in the network schedule—it must be recognized that the principal program experimentation and development in television—the type of presentations which have opened new and broader horizons for the medium—have come from the networks, which have undertaken the risks and costs of program innovation. To cite a few examples from the NBC service:

The Spectaculars. This program form did not exist in television until it was created by NBC in 1954. It consists of 90-minute live special entertainment events, with each series scheduled once every four weeks, so that the individual productions can have the benefit of maximum creative attention, long and thorough preparation and the participation of outstanding talent who are only occasionally available. The results have been such presentations as Sadler's Wells Ballet in "The Sleeping Beauty"; Shakespeare's "Taming of the Shew" and Shaw's "Devil's Disciple," both with Maurice Evans; "Heidi," "Babes in Toyland," and "Alice in Wonderland"; Robert Sherwood's "Petrified Forest"; "Cyrano de Bergerac"; Katharine Cornell in "The Barretts of Wimpole Street," and Mary Martin in "Peter Pan." NBC has thus far presented about 70 major productions of this type. They have given the whole television medium a broadened scope and value.

The Telementaries. This is another form developed by the networks. *Victory At Sea,* a 26-episode history of the Navy, with a specially-commissioned symphonic score by Richard Rodgers, is one example. Others are the treatments in depth of a given subject like "Three, Two, One, Zero," on the atomic bomb; "Nightmare In Red," a history and analysis of Russian communism; "Assignment India," and the "Twisted Cross," which documented the rise and fall of Nazi dictatorship—major contributions to public informattion, furnished in many cases on an unsponsored basis, at NBC's cost.

The Network Service Shows. Network program series like *Home* and *Today,* each costing several million dollars a year, would not have been developed by any other program source and scarcely could be produced by any organization other than a national network. *Home,* an hour-long program each weekday, presents national authorities dealing with homemaking, health news, child care, fashions, family management and new products. *Today,* scheduled two hours daily, five days a week, is a more general news and information show, keeping viewers current on national and international affairs and the forthcoming events of the day; reviewing books, plays and movies, and presenting the leading personalities of our time.

Wide Wide World. This novel program series takes a nation-wide audience around the country—and to neighboring countries—with *live* cameras, so that viewers can look in on America's ways of life and activities while they are happening. A single program, like the one of May 13, 1956, covering the U. S. Armed Forces, takes several months of planning and preparation; involves the participation of a number of affiliated stations in different parts of the United States; requires as many as 75 live television cameras, and costs as much as $150,000. It is possible only with live networking.

The Structure of Network Programming. The foregoing has dealt with special characteristics of network programming from the point of view of *content.* It is similarly distinctive in its *structure.* This structure—a schedule of consecutive programs related to each other in a planned sequence—also makes option time arrangements necessary, so that the values of the program structure can be preserved—subject to any station's veto of any program in its market—as it is broadcast nationally over multiple outlets.

The planning of the network program structure has as its objective the scheduling in each period of the type of program—and the particular program within the general type—which will be most effective, in the light of the programs which precede and follow it, the competing programs of other networks, and the type of audience available at the time.

Sources and Responsibility for Network Programming. The decision on what specific programs shall go into which time periods programmed by the network cannot be delegated to the many different program sources on which the network draws. To do so would turn over to others, who have an individual interest only in a particular program or time period, the responsibility for organizing the overall network schedule.

Although the network must itself decide on the development, selection and organization of its program structure, many of its programs come from organizations and individuals outside the network itself. This is desirable, in order that a network service, running over 80 hours a week of widely diversified programming, will have the benefit of as many different creative talents as possible.

In NBC's case, more than half of the programs in its schedule are produced by a variety of outside organizations.

It is obvious, as Mr. Moore states, that there may be programs not on the air, which, if given

Moore Answers Bricker, Repeats Blast at Networks

ANSWERS by Richard A. Moore, KTTV (TV) Los Angeles, to questions asked by Sen. John W. Bricker (R-Ohio) during Mr. Moore's testimony before the Senate Commerce Committee March 26 [B•T, April 2] have been submitted.

Taking 45 typed pages to answer 50 questions asked by Sen. Bricker sympathetic to Mr. Moore's testimony charging tv networks' "time option" and "must buy" policies violate antitrust laws, the KTTV president described KTTV's former relations with CBS and elaborated on his March 26 testimony.

Mr. Moore said network affiliates can't individualize programs for fear of losing affiliation; option time has helped CBS and NBC get an edge on ABC through shortage of outlets; affiliates telecast virtually 100% of network programs; networks profit on purchase-and-resale of shows; national advertisers have no alternative but to deal with networks; same for independent producers; networks are timebrokers for sale of time to stations they don't own, getting up to 70% commission.

He added that station's local programming responsibilities are pre-empted by distant network executives; advertising agencies could not gain the same powers networks now have if "option time" and "must buys" were eliminated, and that this elimination would precipitate an "upward spiral" of program quality; it might also help uhf in making more programming available; if new regulations would make possible enough quality programs, small-market stations might exist without network through lower costs.

If program sources had equal access to distribution, existing denial of programs to certain stations would be overcome, Mr. Moore said. He doubted elimination of "option time" and "must buys" would lead to government rate regulation for stations, since rates are imposed where there is protection from competition, while the Moore proposals would introduce free competition.

public exposure, might be more attractive than certain programs which are on the air. This truism applies to every entertainment medium, and it would apply to television even if networks did not exist. The appeal of a program cannot be finally tested until it is on the air, and there are always more potential programs than can be broadcast. The networks themselves screen thousands of program ideas, auditions and possibilities, from which the programs of the future are developed. Each network, in fierce competition with the others, strives for hits, and together, they are giving the public the finest program service available in the world.

The Economics of Network Programming. The provision of this network program service in a highly competitive industry is an undertaking requiring huge financial commitments for talent and program development. The network provides a regular volume of programs whether or not they are sponsored. It takes the risk of obtaining sponsorship on a basis which ultimately will recover the costs of the programming. And when the popularity of an established program or performer declines, the network has to absorb the costs of the long-range commitment it may have had to assume to obtain the program or performer in the first instance.

Accordingly, the significant financial dimension in the network business is money at risk—not just capital employed in the conventional sense, but it addition to that, the financial commitments for talent, program properties and the other elements for which networks must commit on a long-term basis.

$100 Million at Risk

In the case of the NBC television network, money at risk may often exceed $100,000,000—only a minor part of which is represented by investment in physical properties. Commitments of this magnitude are the concomitant of developing and maintaining—on a regular, continuing basis—a unique national program service of great scope and diversity, which offers such values to the public and the medium.

Another distinguishing aspect of the network program operation is reflected by the fact that the NBC television network's revenue from program sales falls far short of meeting the network's program costs. This is true because a network—unlike any other organization supplying programs to stations—furnishes costly unsponsored programming from which it obtains no revenue; engages in expensive program development and experimentation at its own cost; maintains programs on the air to build audience pending sale; and furnishes important program services which are designed for use by limited-budget advertisers on a "participation" basis, and which are seldom sold out.

The ability to provide a program service of the type just described depends on the networks' ability effectively to conduct their related advertising operation—the sale of comprehensive national circulation; and this in turn depends on option time arrangements, which make it possible for a national advertiser to turn to a network, and *in one transaction,* buy the national circulation to be generated by a given program over a multiplicity of affiliated outlets in markets the advertiser desires to cover.

Network advertisers want simultaneous broadcasts of the program they are sponsoring—indeed that is one of the main reasons why they use networks. Indeed, the sale of national advertising opportunities furnished by the simultaneous nationwide broadcast of a program *is the specialized advertising function* filled by a network. In conducting this advertising function, a network competes with every other network and all other national media for the patronage of national advertisers.

This competition is vigorous and intense. Within the network field, it has in the past year resulted in the development of a third television network as a major competitive force. Once ABC undertook the costs and risks of developing an overall program service of value to stations and national advertisers, its volume of business in terms of sponsored hours, billings and profits has rapidly increased, and in a number of periods, it now has competitive superiority in audience.

Competition for the national advertiser's dollar is no less intense as among networks and other national media. Network television is far behind magazines and newspapers in national advertising volume. National advertising volume for network television in 1955 was $520 million, as against national advertising of $724 million for magazines and $750 million for newspapers. And the latter two long-established media have continued their growth during the years of television's expansion.

In order to compete effectively for the national advertiser's patronage, networks maintain extensive sales organizations supported by a myriad of specialized supporting services. In NBC's case, the television network sales organization has grown from a staff of 10 people in 1947 to 201 in 1955. This sales operation is also assisted by a Planning and Development Dept. which each year has undertaken a fundamental research project on the advertising effectiveness of television as a medium. These NBC television research studies, each costing over $250,000, have given new impetus to the development of all forms of television advertising. Their results have been made available to the whole broadcasting industry—to other networks, stations, advertisers and their agencies, independent program producers, and film syndicators.

No matter how aggressive and thorough a network's sales operation may be, it would be unproductive if the network could not give the national advertiser some assurance that it is capable of delivering what he wants to buy and *can* buy from other national media: national exposure of his sales message.

The stations affiliated with networks recognize that they are able to bring to the public a well rounded high-quality program service because of the network-affiliate relationship and its essential ingredient of option time.

The high percentage of clearance by stations for network service in option time, upon which Mr. Moore places so much emphasis, is neither sinister nor surprising. Such clearance simply reflects the stations' recognition of the unusual values of the program service furnished by the network, in terms of audience attraction, the strengthening of the stations' standing in their communities, and the economic benefits to it. The Moore group acknowledges these values but asserts that some network programs are "inferior" to available non-network shows. This is, of course, a matter of judgment, and it is the station's judgment that is operative.

The film group represented by Mr. Moore catalogues various non-network programs which obtained higher local audience ratings than a number of network programs in the same market; and from this, it is argued that the affiliate is being "restrained" from carrying "superior" non-network programs. The illustrations used in no way support such a conclusion, because:

a. The non-network programs cited for their superiority were in most cases carried by network affiliates—the very stations claimed to be "restrained"; and

b. The network and non-network programs compared were broadcast at different time periods, against different competing programs, and with different preceding and following programs—factors which strongly influence audience ratings.

Although the percentage of clearance for network programs in option time is high, there are many cases where an affiliate exercises its judgment to carry a syndicated film show in such time. An analysis has been made of the 11 syndicated programs cited by the Moore group, to determine the extent to which they were carried in evening option time by network affiliates in the 48 markets listed. The results are set forth in the following tabulation:

Program (Cited by Moore)	Affiliates Carrying Program In Evening Option Time	Other Time	Total	% Carrying In Evening Option Time
Death Valley Days	6	12	18	33%
Highway Patrol	19	25	44	43
Waterfront	8	17	25	32
Dr. Hudson Journal	9	19	28	32
Science Fiction Theatre	17	24	41	41
Cisco Kid	10	24	34	29
Long John Silver	3	13	16	19
Superman	7	37	44	11
Search for Adventure	2	1	3	67
Confidential File	7	17	24	29
Amos and Andy	5	18	23	22
Total	93	207	300	31%

As appears above, in 44 of the 48 markets, *Highway Patrol* was carried by network affiliates, and in 19 of these cases it was carried in network option time. Another syndicated film series, *Science Fiction Theatre,* was carried by network affiliates in 41 of the 48 markets and 17 of these affiliates carried the program in evening option time. All told, 31% of the broadcast time devoted by affiliated stations to carrying these syndicated programs was evening time subject to network option.

It is clear from the foregoing that affiliated stations are not, as Mr. Moore claims, deprived of their freedom of action by option time arrangements.

Option time is the clearance procedure agreed upon between a network and affiliated stations whereby the network program service, consisting of a planned and organized program structure, can be simultaneously broadcast over multiple facilities across the country. This is the essence of network service to national advertisers, stations, and the public.

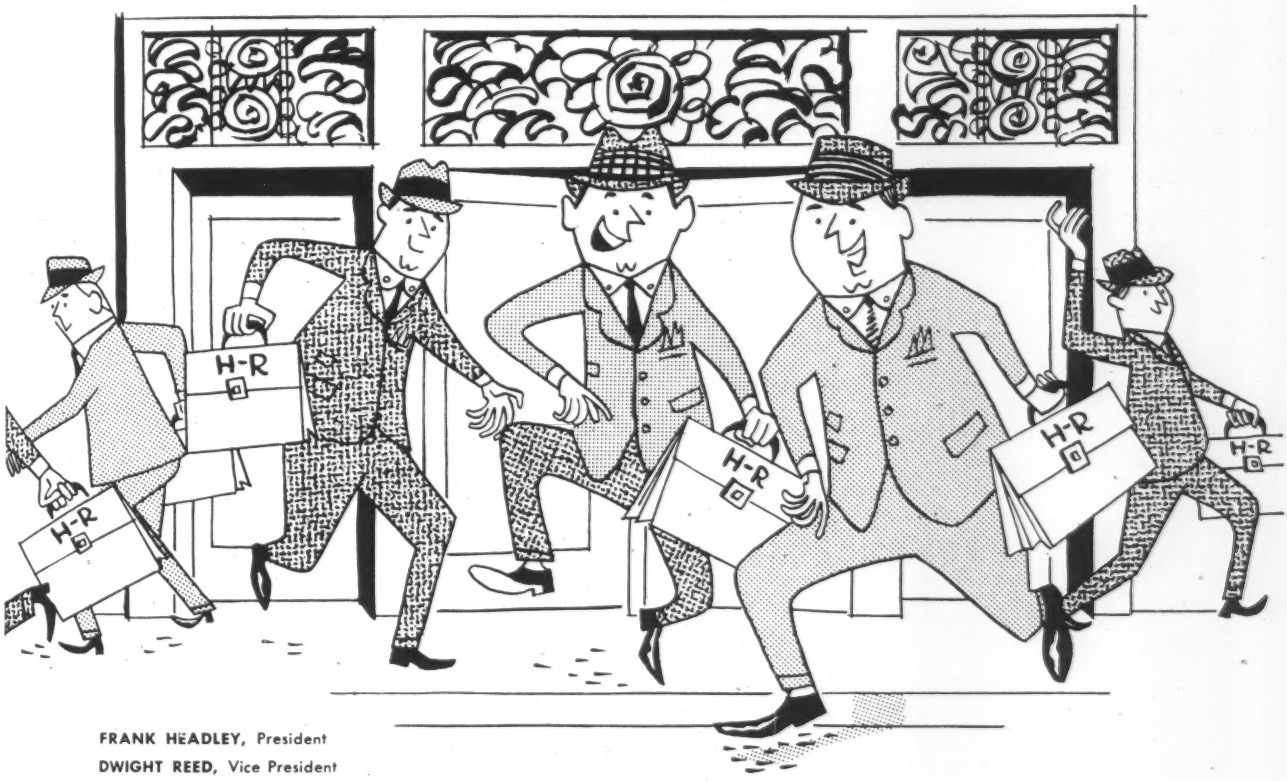
For national advertisers, option time provides the means for obtaining from a network the collective national circulation generated by a specified network program series, which is broadcast at a designated time for which the advertiser has contracted, over multiple outlets which he has ordered across the country for the specified time period and program series. No network advertiser has objected to the option time policy. Without it, the network system would disappear as an effective medium for national advertisers.

For affiliated stations, option time enables making orderly provision for receiving from networks a daily volume of programming which provides the stations with their principal audience attractions; builds their audence; increases the value of their time; gives them network revenue directly; and also gives them highly saleable adjacencies from which they obtain national spot and local advertising revenue.

No affiliated station has objected to the option time principle. On the contrary, stations eagerly seek affiliations with networks, and the option time agreement is the heart of the affiliation relationship.

In urging the elimination of option time, the

WORKING PARTNERS



FRANK HEADLEY, President
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RADIO **H-R** TELEVISION
TELEVISION INC.
REPRESENTATIVES, INC.

These H-R men are going places . . . as they do everyday. Carrying the facts, figures and sales story of the stations we represent to the desks of buyers of time. They may be the mature, experienced, resourceful, sales minded members of the H-R staff, or the working partners who head up this firm, all of whom make daily calls. But whether its one of the partners, or the newest member of our staff, you can be sure he has what it takes to fulfill our promise to "always send a man to do a man's job."

380 Madison Ave.
New York 17, N. Y.
OXford 7-3120

35 E. Wacker Drive
Chicago 1, Illinois
RAndolph 6-6431

6253 Hollywood Boulevard
Hollywood 28, Calif.
Hollywood 2-6453

155 Montgomery Street
San Francisco, Calif.
YUkon 2-5701

415 Rio Grande Bldg.
Dallas, Texas
Randolph 5149

101 Marietta Street Building
Atlanta, Georgia
Cypress 7797

520 Lovett Boulevard
Room No. 1D
Houston, Texas
Jackson 8-1601

16%

more viewers* per rating point!

Here's *proof* of dominance! In the Grade B area of WXEX-TV, there are *16% more TV homes** than in the Grade B areas of either Station B or Station C. You get a *bonus of two TV homes* with every 12 homes you buy on WXEX-TV.

The dominant station serving

RICHMOND

Petersburg and Central Virginia

WXEX-TV

NBC-TV Basic Network — Channel 8

*Service contours of stations considered are for maximum power and tower calculated from information on file with FCC, and based on latest available ARF figures. Station B now operating on interim low power and tower. On this basis, the Grade B area of WXEX-TV delivers *57% more* TV homes than does Station B.

Tom Tinsley, President **Irvin G. Abeloff, Vice Pres.**

National Representatives: **Select Station Representatives** in New York, Philadelphia, Baltimore, Washington.
Forjoe & Co. in Chicago, Seattle, San Francisco, Los Angeles, Dallas, Atlanta.

film group represented by Mr. Moore proposes that in lieu of this arrangement, stations could enter into contracts with networks to carry a specified program in a specified time period "for firm periods, such as 13, 26, 39 or 52 weeks." Of course, if affiliates entered into such contracts for all network programs, the end result would be the very result which this film group seeks to destroy, but with enormous administrative complications, involving hundreds of separate contracts a year between a network and each of 200 stations on changing lineups ordered by advertisers and with no advance potential for clearance on the basis of which the sponsor commits his advertising.

For the public, option time makes possible a responsible, diversified and carefully organized network program service on a national basis, including a world-wide news service, great live programs and major public events. Live programs constitute the bulk of NBC's total program and embody the essential attribute of television, which distinguishes it from all other communications media.

THE BASIC NETWORK SALES POLICY. Under this sales policy, NBC establishes a minimum unit of purchase by advertisers, in order to provide against fragmentized use of its national network facilities. This minimum purchase unit consists of a group of "basic" stations, selected on the basis of objective economic criteria described below. Beyond this minimum station group, an NBC advertiser has complete choice in the selection and purchase of almost 150 optional affiliated stations, which provide valuable supplementary coverage and additional penetration of the national market.

Mr. Moore claims that the basic network policy represents an agreement between a network and stations "whereby each station agrees to withhold certain desirable time periods from sale to any advertiser unless the advertiser agrees to purchase equivalent time on all stations throughout the country who are parties to this agreement."*

This is sheer fantasy. The designation of an affiliate as a basic station is not a matter of agreement between NBC and any station, or between NBC and anyone else. It is a sales policy, arrived at by NBC alone, on the basis of objective standards of market size and economic value.

These facts in themselves destroy the whole elaborate argument that the basic network policy represents a "collective agreement not to deal" on the part of the stations among themselves and with the network.

The following summarizes the background and evolution of NBC's basic network policy:

Since NBC provides a national program service desired by all its affiliates, it would be preferable if its minimum purchase unit for advertisers were the full network. This would assure that all sponsored programs would be available to all affiliated stations, and through them, to the total television population. But such an extreme requirement would not be feasible as an advertising matter because:

1. It would put the NBC network at a disadvantage in competing with such national media as Sunday supplements, newspapers, etc.
2. Marketing problems of many national advertisers do not require such complete and intensive coverage as would be provided by the full network.
3. The cost of the full network would be too large for various national advertisers to whom network television would be advantageous.

On the other hand, if there were *no* minimum network purchase requirement at all, the national character of NBC's service could be atomized, with the result that network programs could be withheld from a majority of the television-equipped public at the instance of a sponsor with limited distribution and an advertising operation designed for national scope might be used on a restricted basis that would be uneconomic in meeting the network's costs of providing a national interconnected service.

On these considerations, NBC decided on what it believes to be a reasonable "middle road," through a sales policy which designates a realistic minimum station list to be ordered by the network advertiser. This minimum list is the basic network. The NBC basic network now includes 56 stations in major markets.

The attack on the basic network policy in effect argues that networks, which are national advertising media, should be forced to provide regional or selected-market advertising. That is the precise function of national spot television, and it serves that function well. To impose this alien function on national networks would artificially limit their service; endanger their economy; reduce their effectiveness as national advertising media, and be injurious to the public.

National networks—like national magazines—do not lend themselves to use by advertisers with regional distribution or by national advertisers for special, selected-market campaigns. In the television field, as in the print field, there is a full range of suitable advertising forms for these advertisers, and they use these forms successfully and extensively. This has been indicated by the data previously cited on the rapid growth of national spot billings.

It is also demonstrated by the first of a continuing series of national spot surveys released by the Television Bureau of Advertising on April 16, 1956, covering the last quarter of 1955. For that period, the survey shows that national spot television had gross time sales of $103,872,000, and was used by over 3,000 advertisers. This compares with gross time sales on all networks of $116,336,797, to 247 differ-

* Mr. Moore's further claim that ABC has no basic network policy (and that accordingly such policy cannot be essential in network operation) is not in accordance with the facts. The ABC basic network policy is in terms of a minimum dollar purchase, including the ABC-owned stations, as follows: "Advertisers are required to purchase a minimum cleared gross for station time equivalent to $50,000 per Class A hour. Advertisers are required to order as part of the applicable minimum the five ABC-owned stations . . . and any other ABC-owned stations added during the effectiveness of this rate card."

HOW NBC'S LAWYERS STATE THE CASE

NBC's brief, prepared by its attorneys, Cahill, Gordon, Reindel & Ohl, New York, and filed with the overall network statement, differed, point-by-point, with a brief prepared for KTTV (TV) Los Angeles' Richard A. Moore by Harvard U. Law School Prof. Donald Turner and presented with Mr. Moore's testimony and additional remarks by Dr. Turner.

Defending option time and NBC's must-buy requirements as necessary for its very survival, the NBC brief made these points:

I. FCC made an exhaustive consideration of the public interest and the Sherman Act before it issued the Chain Broadcasting Regulations "now under attack" and the Paramount and Griffith motion picture cases have "nothing to do with this matter." Regarding the "rule of reason" by which the Sherman Act is interpreted, it is necessary in determining whether a restraint is unreasonable, and hence unlawful, to examine the industry in which the restraint occurs to find whether it is in furtherance of a reasonable business purpose.

II. To advertise on a national scale by tv, NBC (1) must option time on affiliates to provide simultaneous exposure throughout the country; (2) must require advertisers to buy national circulation during the optioned time in the form of a basic minimum of 56 stations in order to be a national network; (3) must present a full program, sponsored or not, to affiliates to maintain a network of stations with broad circulation.

As a radio network entering tv, NBC trod where the movie industry was afraid to tread and to achieve a national network had to secure a minimum audience (through option time) and national circulation (through must-buy stations).

III. Option time is not an unreasonable restraint of trade.

A. It's not illegal *per se* (as claimed by Dr. Turner). The Paramount Case, if it held "block booking" to be illegal *per se*, did so only because of copyrights of properties involved. These bear no relation to option time because (1) NBC sells nothing to stations, but buys time for programs the station may veto; (2) there is no tie-in of one program with another for acceptance; (3) no copyrighted material in a program is being licensed to stations, for instead the network pays stations for broadcasting sponsored programs containing the copyrighted material.

B. Option time is essential to a network and if a network is in the public interest, so is option time. A network must have a daily schedule of time on which to depend or otherwise it will have no assurance of circulation and nothing to sell to national advertisers. Reasons for option time are so pressing (and of limited nature) that "it cannot be held violative of the Sherman Act."

C. Option time is reasonable. A network can option only 60% (21 hours) of a station's 35 hours of Class A time weekly and this option has many limitations. Non-network program supplies can option time, too, and one reason they don't is that NBC affiliates prefer NBC programs.

IV. NBC's basic must-buy policy is not an unreasonable restraint of trade.

A. It's not comparable to the Griffith case because (1) most NBC basic affiliates are in markets with competing stations and there is no monopoly of an audience in one market to gain an outlet in another; (2) NBC charges advertisers for "one homogeneous thing—a nationwide audience," while the Griffith situation involved gaining a competitive advantage for aggregating theatres and bargaining for them as a group, with each theatre showing different films at different times.

B. NBC's top quality shows could not be presented without national circulation. NBC uses 56 must-buys out of 200 affiliates.

C. A basic network is reasonable. NBC is a national network, not a regional, and cannot be expected to make regional advertising deals available. "Networks are simply a medium for those desiring national coverage. Those desiring less have many paths open to them."

ent advertisers. These facts demonstrate the absurdity of a claim that advertisers are foreclosed from using television for regional or selected market campaigns, or that spot television cannot effectively operate because of the national network service.

So far as the practical requirements of *national* advertising are concerned, they normally involve advertising exposure going well beyond the basic network. The advertisers who use NBC's network facilities generally desire and order many more affiliated stations than are included in the basic group. Currently, the facilities ordered by NBC advertisers for sponsored evening programs average 129 stations, although the basic network, which represents the minimum purchase unit, consists of only 56 stations.

There is no merit to the claim that the basic network policy forecloses small-budgeted national advertisers from use of the network medium. Although NBC's minimum *facilities* unit is designed to provide basic national coverage, its *purchase* units are so varied that they make network television advertising available to all types of national advertisers, regardless of the size of their budgets.

Thousands to Millions

For example, on the NBC network, national advertising can be bought in forms ranging from a single advertising message costing a few thousand dollars to annual sponsorship of a color spectacular series at a cost of over $4,000,000 with every gradation between these extremes, to fit any budget or requirement of national advertisers.

The actual use made by advertisers of this national medium reflects this range and diversity of opportunity. In 1955, the advertiser with the smallest expenditure on NBC was Edison Chemical Co., which bought one announcement in *Home* for $6,700; the advertiser with the largest expenditure was Procter & Gamble, which spent $11,000,000 for a number of NBC daytime and evening programs.

A great variety of small companies with national distribution have used and are currently using network television for low cost campaigns. Through the use of this medium, they are increasing their markets and enlarging their operations.

In 1955, the composition of national advertisers on the NBC television network broke down into the following categories, in terms of their gross time expenditure on the network:

Expenditure	Number of Advertisers
Under $50,000	58
$50,000-$99,990	38
$100,000-$249,000	42
$250,000-$499,999	25
$500,000-$999,999	17
$1 million or more	51
Total:	231

The foregoing puts to rest the claim that the basic network policy has the effect of confining network television to the advertising giants. NBC's television network sales patterns are deliberately designed to democratize the advertising use of the medium for all national advertisers.

Although NBC's interconnection costs represent only one of the many elements in its fixed cost structure, they illustrate what could result from the elimination of the basic network sales policy. NBC leases intercity circuits which make possible the interconnection of 176 stations. These circuits are generally leased under monthly contract in a minimum unit of eight hours a day, seven days a week, which represents the most economical way for NBC to buy the service from the telephone company.

If NBC could not establish a minimum facilities purchase requirement, presumably it would have to accept the business of an advertiser who wanted to buy only 10 or 15 stations, with revenue to the network which would not even meet its interconnection costs. This is like arguing that *Life* magazine should be forced to sell advertising at one-quarter of its established rates to an advertiser whose distribution is limited to one-quarter of the country, and who wants to buy the circulation *Life* furnishes in that quarter only.

Perhaps a closer parallel in the media field is the Sunday supplements, such as the Metro Sunday Magazine Network, which acts as sales representative for national advertising in Sunday supplements published locally by a group of newspapers. The relationship between Metro and its "affiliated" newspapers has some marks of similarity to that between a network and its affiliated stations, with the significant difference that Metro provides *only* the advertising, and is not responsible for the editorial material in the supplements; whereas a network undertakes the provision of a costly program service to its affiliates, as well as the development of advertising in that service.

Despite the fact that it does not have the fixed cost of producing the supplement, Metro operates under a "must buy" policy in the sale of national advertising in these supplements. In its case, the minimum purchase requirement is a supplement in each of 26 "Basic Group" cities, out of the total Metro group of 30 supplements in 27 cities. The *Los Angeles Times*, published by the owner of KTTV, is a "basic" ("must-buy") affiliate of Metro.

Apart from its advertising and economic justification, NBC's basic network policy serves an important public interest function in assuring that sponsored programs of great public value, which NBC has equipped itself to furnish to a nationwide audience, will be available at least to a majority of that audience*; and assures against the possibility that an advertiser could, by limiting the number of stations he orders, confine the program to a minority of the public.

It is curious that there should be an attack on this sales policy by those who purport to speak for the public interest. Indeed, it is because such a policy cannot, as a practical matter, go *far enough* in providing for the availability of sponsored network programs in additional smaller markets, that NBC developed two plans to help affiliates in such smaller markets obtain network sponsored programs which they needed and wanted, but for which they were not ordered by the network advertiser. Until these plans were adopted, the normal practice in network broadcasting was to furnish sponsored programs only to stations ordered by the program sponsor. Accordingly, where the advertiser ordered a relatively small number of stations in addition to the basic group, many communities were deprived of access to the program.

Under the first of these plans—the NBC Program Service Plan established in September 1954—various NBC sponsored programs, with the network commercial announcements deleted, are made available, as a service to optional affiliates which are not ordered by the sponsor. These smaller-market stations have eagerly welcomed this additional network service. As a result of it, they have been able to furnish their communities with popular network shows, which they otherwise would not have received. This in turn has increased television circulation in their markets and has made them more effective elements in the national television system.

A related procedure to make more network sponsored programs available to smaller-market affiliates is provided by NBC's Program Extension Plan, adopted in October 1955. Under this procedure, NBC established a group of some 50 "optional" affiliated stations which were most in need of additional programming. Under the plan, a network advertiser may order these stations at reduced costs by virtue of a "dividend" system, the cost of which is borne by NBC.

These plans have brought about a notable increase in network programs for smaller-market affiliates which had great need for such programs. NBC's action in developing these plans was applauded by the stations and by government leaders.

The proposal of the film group to outlaw the basic network policy would foster the opposite results—the withdrawal of network service from many communities at the dictate of any advertiser who sought to use a national medium for restricted coverage.

Conclusion

Option time and the policy of selling a basic network involve no unreasonable restraints.

They are necessary and proper procedures in conducting a national network service.

The network service has been the basis for the development of television to its present scope, and is now the basis on which the new industry of color television is being created. It has been and is the source of television's outstanding contributions to the public. Without an effectively operating network system, there could be no live programming or special event coverage on a national basis; the country's television source would be limited to local programs and film.

Adoption of the film group's proposals would have the effect of supplanting a vital, diversified and responsible service by a flood of standardized film programs and old Hollywood movies. The result would be a contraction of the scope and usefulness of television and a grave disservice to the public.

* The NBC basic network now covers 80% of all U. S. television homes.

PROBE DATES RESET FOR NETWORK HEADS

RESHUFFLING of dates was announced last week for the appearance of the three radio-tv network presidents in June before the Senate Interstate & Foreign Commerce Committee.

Kenneth Cox, special committee radio-tv counsel, also announced the names of two NBC-TV affiliates who will speak on behalf of that network the following week.

CBS President Frank Stanton, originally scheduled to testify June 11 [B•T, May 21], will appear instead the following day, June 12. NBC President Robert W. Sarnoff, scheduled to testify June 12, was moved to June 14, and ABC President Robert Kintner, originally set for June 14, was rescheduled to June 15.

The changes were made so Sen. John W. Bricker (R-Ohio), ranking committee Republican, can be present at all three sessions. Sen. Bricker could not be present on June 11 because of a firm commitment to attend a meeting that day of Ohio GOP delegates to the San Francisco convention.

The two NBC-TV affiliates, Lawrence H. Rogers, WSAZ-TV Huntington, W. Va., and Joseph L. Floyd, KELO-TV Sioux Falls, S. D., will testify June 20. CBS-TV and ABC-TV affiliates, representatives not yet named, will appear June 18 and 19, respectively.

Edward Breen, KQTV (TV) Fort Dodge, Iowa (ch. 21), last week offered to testify before the Senate group. Mr. Breen did not indicate the specific subject or position he would take.

"want to bat yourself 1.000?"

"Then try that big league team up there in Maine, like all these sharp young radio and TV buyers keep saying!" Smart counsel from Al Schacht, baseball's famous clown-prince-turned-*restaurateur*, who delivers a great pitch at his East 52nd Street dugout in New York. A big favorite with his fans from Madison Avenue.

"No curve about it," he says. "The best nine in Maine are those pay-off counties around the Bangor home-plate. Half-a-billion retail sales tucked right in their back pocket! And the hottest double-play combination to cover 'em is WABI radio and WABI-TV. Got the bleachers packed with 432,000 customers, all hollering for more!"

Al knows what he hears — and he hears a lot these days. When it's three and two, and you're looking for the big one, the wise timebuyers know you can always count on WABI radio and WABI-TV to belt out the winning run on your product. Get your advertising out of the sandlots and play it big league up in Maine!

wabi AM TV

Represented by: George P. Hollingbery — Nationally
Kettell-Carter — New England

BANGOR, MAINE

General manager: Leon P. Gorman, Jr.

CHESTERFIELD'S $12 MILLION AD ACCOUNT MOVES TO M-E

Cigarette account leaves Cunningham & Walsh on Aug. 1. Addition will put McCann-Erickson's annual radio-tv billings over $200 million.

LIGGETT & MYERS (Chesterfield regular and king size cigarettes and institutional), New York, will move after a 37-year-old association with Cunningham & Walsh, New York, to McCann-Erickson, New York, effective Aug. 1. The shift of the approximately $12 million advertising budget for Chesterfield's regular and king size cigarettes, follows the April 1 transfer of L&M filter cigarettes from C&W to Dancer-Fitzgerald-Sample, New York.

Chesterfield currently sponsors *Dragnet* on NBC-TV, *Gunsmoke* on CBS-TV and CBS Radio, *Warner Brothers Theatre* on ABC-TV, as well as the Red Sox baseball games on radio and television. Chesterfield also uses a major radio and television spot announcement campaign.

Cunningham & Walsh ranked 17th in radio and television billing [B•T, Dec. 12, 1955] with its combined radio-tv at $17 million during 1955.

In an interoffice memo last Thursday, however, John Cunningham, C&W's president, who had notified his staff that "tomorrow, Liggett & Myers will announce the appointment of McCann-Erickson to handle the advertising of Chesterfield cigarettes," added that, "nobody here, who is engaged in servicing the 39 remaining accounts, need have any undue concern." He continued:

"While we regret the loss of Liggett & Myers' business, we are today a much bigger and much stronger agency—in both billing and personnel—than we were when we started Cunningham & Walsh just six years ago."

Cunningham & Walsh is the successor to Newell-Emmett, New York, which also had handled the Liggett & Myers account. In fact, the account started with Newell-Emmett on April 1, 1919.

The appointment of McCann-Erickson by Liggett & Myers puts the agency in an overall billing class of well over the $200 million mark.

Terrence Clyne, vice president in charge of radio-tv department and plans board chairman, will be management officer on the Liggett & Myers account.

When Is Spot Tv Used?

HOW ARE advertisers' allocations for spot television divided between daytime and evening time?

TvB took a look at its spot billings data for the last quarter of 1955 and the first quarter of 1956. Its findings were described to New York agency and advertising people last week (see story, page 62) as follows:

"We find that during the last six months, 35% of all the money spent for spot television time was spent during the day; 56% was spent for night, and an additional 9% was spent for late night television. These figures reflect to some extent the types of products now using spot television and their interest in reaching women or men or both together."

TvB's six-month findings with regard to type of commercial sponsorship were almost identical with those for the final quarter of 1955 [B•T, April 30]. For the six-month period, TvB reported, 44% of all expenditures for spot television time was spent for announcements; 12% for ID's; 22% for participations, and 22% for programs. "This, too," the bureau's presentation said, "illustrates the flexibility of spot in giving an advertiser the precise amount of commercial time he wishes in the market he wishes and at the time he wishes."

Nathanson Answers Hudnut 'Copy' Charge

DON PAUL NATHANSON, president of North Adv. Inc., has vigorously denied claims by William B. Lewis, president of Kenyon & Eckhardt Inc., that the Toni Co. copied part of Lambert-Hudnut's campaign to introduce New Quick home permanent [B•T, May 21].

Mr. Nathanson said, May 18, that a personal letter from Mr. Lewis, containing charges against Toni Co. advertising, was used as a "springboard to a promotional news conference" by Lambert-Hudnut.

In a letter to Mr. Lewis, he scored the fact that Mr. Lewis' letter had been circulated to the trade before he (Nathanson) had had an opportunity to reply.

Mr. Nathanson said North and Toni were "most disturbed" at outset by current Hudnut New Quick advertising, feeling it "would confuse the consumer and harm the home permanent industry." He said they felt Tip Toni advertising was "necessary if for no other reason than to distinguish between 20 curl and full-size permanents." He said he felt Hudnut did not so distinguish, save in post-purchase package directions.

He charged that Hudnut campaign theme few years ago was "out and out attack upon self-neutralizing permanents and definitely was a setback to the home permanent industry." Mr. Nathanson admitted it's "always difficult" to trace origin of advertising idea but added, "Toni's concern over using left-over lotion should be no news to you," having been "so static" since 1944. Avoidance of using such lotion, he added, was "basic reason for launching of Tip Toni last June" and preceded Hudnut campaign by nine months.

4A Advertiser Unit Silent On Compensation Review Pleas

THE GROWING TIDE of advertiser speeches calling for a review—at least—of the media commission system of compensating advertising agencies was studied without public comment last week by the advertiser relations committee of the American Assn. of Advertising Agencies.

A spokesman said it would be "premature" for the committee to comment now regarding either its own deliberations or the views that have been expressed by several leading advertiser executives, who feel that agency compensation should be more an advertiser-agency matter than one between agencies and media [B•T, May 21].

There were indications that some statement might be forthcoming later, however. The 15-man committee, headed by Harry Harding of Young & Rubicam, New York, and William Marsteller of Marsteller, Rickard, Gebhardt & Reed, Chicago, met Wednesday in New York. Other meetings will be held, but exact date for the next session has not been set.

The group is a regular committee of AAAA, but officials said some time ago when the provocative issue of agency compensation methods began to arise that "a vigorous and thorough inquiry into all phases of this subject" would be its "primary assignment."

AAAA members and leaders contend the commission system is "the sparkplug of the agency's creative contribution" and "has in every way proved its worth."

The board of directors of the Assn. of National Advertisers, on the other hand, claims that the function of agencies has changed materially and recommends that advertisers individually review the situation with their agencies, definitely considering compensation to be "a prime responsibility of the advertiser." ANA also has set up a special committee under Kraft Foods Sales and Advertising Director James B. McLaughlin to study the problem.

Mahoney to C&W From B&B

EDWARD H. MAHONEY, vice president in charge of tv commercial production and executive producer on the Procter & Gamble account, Benton & Bowles, New York, last week was appointed vice president in charge of radio-tv for Cunningham & Walsh, New York. The move becomes effective this Friday.

MR. MAHONEY

With B&B since 1949, Mr. Mahoney had been instrumental in making such clients as General Foods Corp. and Norwich Pharmacal Co. tv-active. Before joining Benton & Bowles, he was an executive with the International Bank for Reconstruction & Development in Washington and a consultant art director for Louis de Rochemont Productions.

Geyer Adv. Elects Two V.P.'s

DONALD J. SLATTERY Jr. and Robert P. Wilson, both account executives at Geyer Adv., New York, have been elected vice presidents, Sam M. Ballard, president, announced last week.

Mr. Slattery came to Geyer in 1948 from Lennen & Mitchell (now Lennen & Newell) as a copywriter. Mr. Wilson, with Geyer since 1952, formerly was account executive with W. Earl Bothwell & Co., which merged with Geyer at that time.

MR. SLATTERY

MR. WILSON

The American Broadcasting Company

announces the appointment of

BLAIR-TV

as national representative for

WABC-TV NEW YORK
KGO-TV SAN FRANCISCO

EFFECTIVE JUNE 1, 1956

Two ABC-owned television stations—
WBKB Chicago and WXYZ-TV Detroit
—have been represented since 1952 by

BLAIR-TV

Radio-Tv Ad Skirts Relatively Clean

DESPITE widespread criticism of radio and television for carrying so-called "misleading" advertising, a report issued by the Assn. of Better Business Bureaus shows that in 1955 both radio and television lagged far behind newspapers in the number of advertisements requiring contact with advertisers or referrals to authorities.

The report noted that of 396,504 complaints made by consumers during 1955, a total of 19,618 required contact with the advertisers or referral to authorities. With respect to this latter figure, ABBB said, 17,829 advertisements appeared in newspapers; 474 on radio and 356 on television.

The association said that of advertisements on television necessitating advertiser contact or referral to authorities, the leaders were: home appliances (66), used cars (36), furniture and floor coverings (31) and new cars (25). On radio, the list was headed by new cars (87), followed by home appliances (84), used cars (32) and radio, television and music sales (24).

During 1955, the report said, 9,346 spot announcements were carried on radio, acquainting the public with the activities of the Better Business Bureaus. The story of ABBB also was told during the year by means of about 600 tv spot announcements and 524 mentions on radio programs and 328 announcements on tv programs, the association said.

C-P Returns to CBS Radio; Sleep-Eze Makes Record Buy

COLGATE-PALMOLIVE is returning to network radio next September, purchasing time on three CBS Radio daytime shows under a 52-week contract that will gross approximately $1.5 million for time and talent. In another buy involving CBS, Sleep-Eze (sleeping pills), Long Beach, Calif., bought its largest block of time on that network.

The Colgate programs involve sponsorship of 10 units weekly of 7½ minutes each, of *Backstage Wife, Our Gal Sunday* and *The Second Mrs. Burton*. C-P, whose last appearance on CBS Radio was in 1954 when it sponsored three programs, will use the shows to plug Colgate dental cream, Ad, Ajax and Fab.

The advertiser recently cancelled three daytime, Monday-Friday, shows on NBC-TV [CLOSED CIRCUIT, May 14], reportedly to devote its budget to its other television sponsorship and to spot tv.

CBS Radio also signed Sleep-Eze for three daytime serials, effective June 4. The new purchase represents that firm's largest schedule ever on CBS Radio, according to John Karol, CBS Radio vice president in charge of network sales. The contract provides for an alternate weekly schedule of seven 7½-minute segments every two weeks on *Young Dr. Malone, Road of Life* and *Romance of Helen Trent*.

Mr. Karol also reported the return to CBS Radio of still another advertiser, Phillips Packing Co. (canned pork and beans, franks and soups), Cambridge, Md. The firm will sponsor effective May 29 three five-minute segments weekly on *Wendy Warren and The News* on a southern hookup of stations. The last time Phillips sponsored a show on CBS Radio was in 1937.

Agencies involved in Colgate-Palmolive's buys are Ted Bates & Co., William Esty & Co., Bryan Houston and Lennen & Newell. M. B. Scott, West Hollywood, Calif., is the agency for Sleep-Eze. Marketing & Advertising Assoc., Philadelphia, is Phillips' agency.

COFFEE IN SAN FRANCISCO TV

WHOSE COMMERCIALS GET MOST EXPOSURE?

Hooper Index of Broadcast Advertisers (Based on Broadcast Advertisers Reports' monitoring)

NATIONAL (NETWORK) INDEX

Rank	Product & Agency	Network Shows	Total Networks	"Commercial Units"	Hooper Index of Broadcast Advertisers
1.	Maxwell House (Benton & Bowles)	2	1	4 2/3	123
2.	Sanka Instant (Young & Rubicam)	1	1	1	50
3.	Borden Instant (Doherty, Clifford, Steers & Shenfield)	1	1	1 1/3	33
3.	Nescafe (Bryan Houston)	1	1	2	33
5.	Chase & Sanborn Instant (Compton)	1	1	1	7

SAN FRANCISCO INDEX (NETWORK PLUS SPOT)

Rank	Product & Agency	Network Shows	Total Stations	"Commercial Units"	Hooper Index of Broadcast Advertisers
1.	Maxwell House (Benton & Bowles)	2	3	15	291
2.	Hills Brothers (N. W. Ayer)	—	3	20	172
3.	M.J.B. Instant (BBDO)	—	3	12 1/2	153
4.	Nestle Instant (McCann-Erickson)	—	3	4 1/2	54
5.	Folger (Brooke, Smith, French & Dorrance	—	1	5	47
6.	Sanka Instant (Young & Rubicam)	1	1	1	41
7.	Nescafe (Bryan Houston)	1	1	2	35
8.	Borden Instant (Doherty, Clifford, Steers & Shenfield)	1	1	1 1/3	27
9.	Yuban (Benton & Bowles)	—	1	3	19
10.	Schilling (Beaumont & Hohman)	—	1	4	11
11.	Chase & Sanborn Instant (Compton)	1	1	1	5

The Hooper Index of Broadcast Advertisers is a measure of the extent to which a sponsor's commercials are seen or heard. Each commercial is assigned a number of "commercial units," according to its length.* This number is then multiplied by the audience rating attributed to that commercial. When each commercial has thus been evaluated, the results for all commercials of each sponsor are added to form the HIBA. For further details of preparation, see the basic reports published by C. E. Hooper Inc., Broadcast Advertisers Reports Inc. and American Research Bureau Inc. Above summary is prepared for use solely by BROADCASTING • TELECASTING. No reproduction permitted.**

*** "Commercial Units": Commercials are taken from the monitored reports published by Broadcast Advertisers Reports Inc. A "commercial unit" is defined as a commercial exposure of more than 10 seconds but usually not more than one minute in duration. Four "commercial units" are attributed to a 30-minute program, and in the same proportion for programs of other lengths. A "station identification" equals one-half "commercial unit."**

**** Audience ratings for television, both national and local, are those published by American Research Bureau Inc. Those for radio are the ratings of C. E. Hooper Inc. In the case of station breaks the average of the ratings for the preceding and following time periods is used wherever feasible: otherwise, the rating is that of either the preceding or following time period, normally the preceding. In the above summary, monitoring occurred week ending April 13, 1956.**

GE Expands 'Warner' Buy

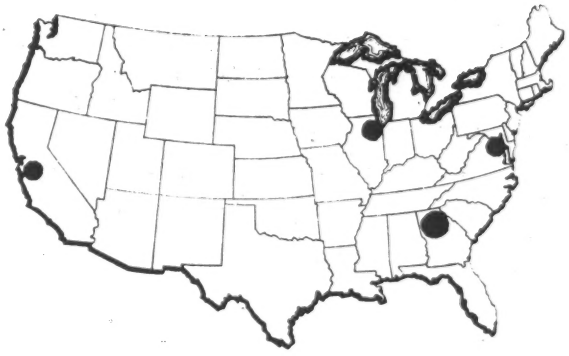
GENERAL ELECTRIC Co.'s sponsorship of *Warner Bros. Presents* (ABC-TV, Tuesday, 7:30-8:30 p.m. EDT) will be expanded next season when GE's Lamp Div. joins the Housewares and Radio-Tv Div.'s as alternate week backers of the film program. Meanwhile, starting July 3, the Appliance & Tv Receiver Div. of GE will sponsor part of the Warner show.

The GE Lamp Div. purchases—through BBDO, Cleveland, and Grey Adv., New York—will fill the void created by the departure of Monsanto Chemical Co. (detergents), St. Louis, alternating sponsors this past season. The latter's agency is Needham, Louis & Brorby, Chicago. The other sponsor of *Warner Bros. Presents* is Liggett & Myers Co. (Chesterfield cigarettes), New York, through Cunningham & Walsh.

M-E Moves L. A. Office

THE LOS ANGELES office of McCann-Erickson Inc. has moved to larger quarters for the second time in two years. The agency has leased the entire 13th floor of the new Tishan Bldg. at 3325 Wilshire Blvd. The Southern California headquarters covers 16,300 sq. ft. and includes 40 private offices, a television theatre, conference room, model kitchen, lounge, library and general offices.

Announcing a FOURTH Blackburn-Hamilton Company office in ATLANTA



CLIFFORD B. MARSHALL

NATIONWIDE, PERSONALIZED SERVICE

Radio and television are keeping pace with the thriving Southland—where industry and agriculture are setting the tempo for national growth. Blackburn-Hamilton Company, acknowledging the expanding need for its pioneer services, has opened offices at 1101 Healey Building in Atlanta, under the direction of Clifford B. Marshall.

Mr. Marshall's talents as salesman, negotiator and appraiser are well known to the Southern broadcasting community—where he has traveled for twelve years. He will welcome an opportunity to serve you.

BLACKBURN-HAMILTON COMPANY

• NEGOTIATIONS • FINANCING • APPRAISALS

• RADIO • TELEVISION • NEWSPAPER BROKERS

B H

1 **WASHINGTON, D. C.**
JAMES W. BLACKBURN
JACK V. HARVEY
WASHINGTON BLDG.
STERLING 3-4341-2

2 **ATLANTA**
CLIFFORD B. MARSHALL
HEALEY BLDG.
JACKSON 5-1576-7

3 **CHICAGO**
RAY V. HAMILTON
TRIBUNE TOWER
DELAWARE 7-2755-6

4 **SAN FRANCISCO**
WILLIAM T. STUBBLEFIELD
W. R. TWINING
111 SUTTER ST.
EXBROOK 2-5671-2

CHILDREN'S TV LOYALTIES PINPOINTED

BBDO's client research analyzes viewing by age group and sex. Throughout all categories, 'Disneyland' has greatest general appeal.

THE magic of Walt Disney's *Disneyland* continues to be the strongest fascination for children tv viewers. And, according to BBDO findings, next loyalties are shared by canine capers of *Rin Tin Tin* and *Lassie,* along with the heroics of *The Lone Ranger.*

A study of children's viewing habits has been completed by the research department of BBDO, New York, under the supervision of Ben Gedalecia, director of research. The findings reveal a growth in taste according to age and sex. The survey covered 25 shows the children watched frequently or occasionally.

The survey was conducted through BBDO's National Children's Panel, a new consumer research facility which BBDO has established for research in the children's market. The panel included 3,397 families with children up to 18 years. Actually, there were 7,524 children on the panel. The study was made specifically for the use and benefit of BBDO clients.

The survey discovered that the favorite show of children under the age of six is *Disneyland.* Vying closely for second place in audience viewing is a group of eight shows—*Ding Dong School, Howdy Doody, Lassie, Lone Ranger, Mickey Mouse Club, Pinkey Lee, Rin Tin Tin* and *Super Circus.*

Among children six to eight years old *Disneyland* is still first, *Rin Tin Tin* is second while *The Lone Ranger* holds third position.

Captain Midnight and *Robin Hood* begin to come into their own among the six to eight group, while *Lassie* and *Mickey Mouse Club* continue among the favorites.

Evening viewing also shows an increase for such shows as *Jack Benny, Our Miss Brooks, Ozzie and Harriet* and *The Perry Como Show.*

In the nine to eleven age group *The Lone Ranger* replaces *Mickey Mouse Club* in the group of four leading shows. *Disneyland* continues as leader, *Rin Tin Tin* is second and *Lassie* a close fourth.

The late evening shows *Your Hit Parade* and *The $64,000 Question* gain a substantially larger audience from this group, where bedtimes have been extended.

In the 12 to 14 age group a "general change in taste becomes apparent. Although *Disneyland* remains first, it is closely followed by *The $64,000 Question.* Still very popular are *The Lone Ranger* and *Rin Tin Tin* but *Your Hit Parade* has now become one of the favorites.

You Bet Your Life now appeals to as large an audience as *Lassie.*

Perry Como and *Eddie Fisher* both attract more viewers than *Robin Hood* but as in the previous case, the audience is more constant for the adventure serial.

Among youngsters from 15 to 18 years of age the "adult" taste begins to appear: "There is a marked increase in preference for shows which have general appeal and a sharp drop in shows with specifically a children's orientation."

This age group's four leaders include *Your Hit Parade, The $64,000 Question, Perry Como Show* and *Disneyland,* in that order, with *You Bet Your Life* a close fifth.

Eddie Fisher and Jack Benny all reach larger audiences than previous favorites like *Rin Tin Tin* and *Lone Ranger.*

As for differences in sex, the survey discovered that more boys than girls watch *Captain Midnight, The Lone Ranger, Rin Tin Tin* and *Robin Hood.* Although the differences are not very great, they also seem to be more of an audience for *Mickey Mouse Club* and *Disneyland. Lassie* also has a slightly higher appeal for boys, as have *Super Circus* and *Zoo Parade.* The four top shows for boys are *Disneyland, The Lone Ranger, Rin Tin Tin* and *Lassie,* in that order.

In comparing boys and girls, one thing was clear in the survey: girls definitely like shows featuring popular music more than boys do. The audiences for Bob Crosby show, Eddie Fisher, Perry Como and *Your Hit Parade* are considerably larger.

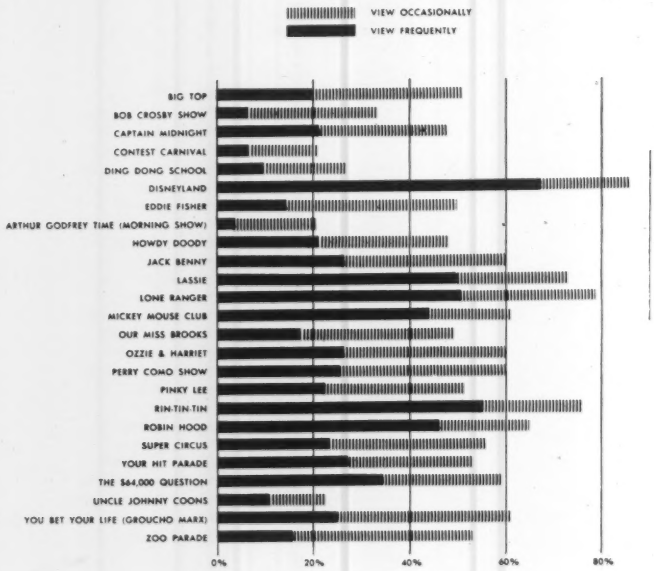
Situation comedies like *Ozzie and Harriet* and particularly *Our Miss Brooks* have a greater girl than boy appeal.

In the morning both Arthur Godfrey and *Ding Dong School* attract a higher proportion of girls. In the evening this is true of *$64,000 Question.*

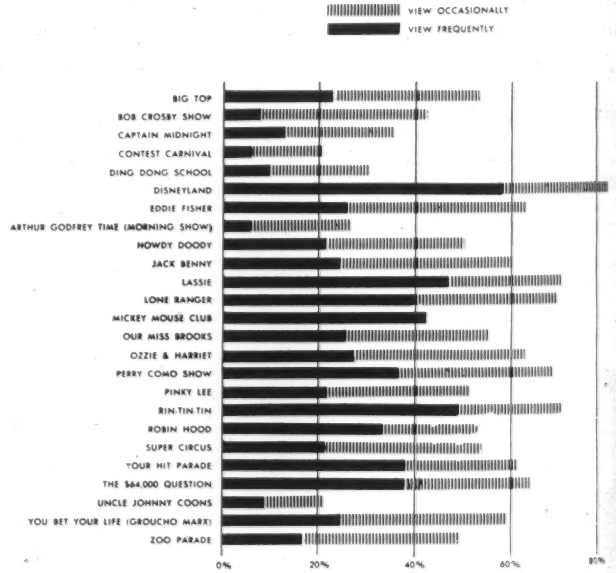
Generally the adventure serials which are so attractive to boys do not have a similar strong appeal for girls.

Disneyland is first, but there is a tie for second between *Lassie* and *Rin Tin Tin.* Second among boys, *The Lone Ranger* is a close fourth among girls, and Perry Como is right up there also.

WHAT THE BOYS WATCH



WHAT THE GIRLS WATCH



Television Enters Homes; Movie Take Goes Down 25%

MOTION PICTURE theatre box office take has decreased 25% since 1947—the year of the large-scale advent of television, according to a report contained in the May issue of the Commerce Dept.'s *Survey of Modern Business.*

The report, which is concerned with shifts in spending habits in the U. S., does not draw any conclusion as to what influence tv has had in cutting box office receipts at movie theatres.

It does, however, say that "the relatively small increase in recreation expenditures since 1947 has been due mainly to the postwar decline in motion picture theatre admissions, which are the largest single item in the group.

"Recreation services excluding motion picture theatres rose more than total consumption expenditures between 1947 and 1955; radio and television repair were particularly important in this movement.

"Motion picture theatre admissions reached a peak of $1.7 billion in 1946, almost 2½ times the amount spent in 1929. A steady decline through 1953 followed by a rise in 1954 and 1955 had reduced these expenditures almost 25%."

KIRO SEATTLE...
FIRST IN PUBLIC SERVICE!

NEW YORK HERALD TRIBUNE

Top Peabody Award

The committee gave high praise to CBS Station KIRO, in Seattle, Wash., in presenting the "Radio Public Service" award to its president, Saul Haas. The citation read: "Since 1948, Station KIRO has broadcast a community development program entitled 'Democracy Is You'. In co-operation with the University of Washington, the station has developed community rehabilitation programs in a unique and effective manner.

"This program has received national and international recognition as an unusual method in focusing community attention upon a wide range of social and economic community problems. The introspective development of these problems has in many cases produced solutions of a far-reaching and permanent nature. Recently in the struggle between the Free World and the communist ideology, KIRO has made the services of the director of this program available for Far Eastern areas, including Japan, Taiwan and the Philippines. The extension of this technique on a community, national and international basis is radio public service of the highest and most distinctive quality."

- Broadcasting in the Public Interest has always been the basic operating policy at KIRO; Seattle, Washington.

- Recognition of this service to the community as the best in the Nation is summed up in the comments of the committee (reproduced here) in naming KIRO for the top "Radio Public Service" award — a fact well known to KIRO listeners in Seattle and the Pacific Northwest.

- Wise advertisers know the power of such high principled policy and performance.

- For complete information and availabilities on — this 50,000 watt, CBS station — 710 kc. call:

PETERS, GRIFFIN, WOODWARD, INC.

Exclusive National Representatives

NEW YORK
250 Park Avenue
PLaza 1-2700

DETROIT
Penobscot Bldg.
WOodward 1-4255

ATLANTA
Glenn Bldg.
MUrray 8-5667

CHICAGO
230 N. Michigan Ave.
FRanklin 2-6373

FT. WORTH
406 W. Seventh St.
EDison 6-3349

HOLLYWOOD
1750 N. Vine St.
HOllywood 9-1688

SAN FRANCISCO
Russ Building
SUtter 1-3798

TV NETWORK BUYS AND BUYERS

Top 10 Tv Network Advertisers During February, 1956

1.	Procter & Gamble	$3,257,762
2.	General Motors	1,675,552
3.	Chrysler	1,649,155
4.	Colgate-Palmolive	1,585,573
5.	American Home Prods.	1,406,477
6.	General Foods	1,166,339
7.	R. J. Reynolds	1,049,082
8.	American Tobacco	994,777
9.	Gillette	931,379
10.	General Mills	908,707

GROSS TIME SALES LAST FEBRUARY TOTAL OVER $37 MILLION

GROSS time sales by the tv networks in February of this year ran $6 million ahead of the totals chalked up in February of 1955. According to a compilation of Publishers Information Bureau figures, the February 1956 gross was $37,191,571, as compared to $31,135,540 recorded for February 1955.

Among groups showing increases were automotive-auto equipment-accessories, food-food products, drugs-remedies, soaps-cleansers-polishes and toiletries-toilet goods. Other leading product categories such as household equipment-supplies and smoking materials held their own.

Procter & Gamble as usual stepped out in front as the No. 1 network tv spender with its gross time purchases at $3,257,762 in February nearly twice the amount of the runner-up, General Motors Corp. GM and Chrysler (in the third spot) each were ahead of its spending of a year ago February by about a half-million dollars. Colgate-Palmolive, second in the top ten in February 1955, was fourth in the listing, although last February it spent more that it did for the corresponding month of last year.

The same leading 10 network tv advertisers appeared in the listings this year's February and same period last year except for American Home Products, which spent over $1.4 million, replacing Lever Bros. American Home, placing fifth in the list, also was the top time purchaser on the tv networks in the drugs and remedies field in February.

The tv networks had nearly $11.5 million more in gross billings for the January through February period as compared to the same period of 1955.

GROSS TV NETWORK TIME SALES BY PRODUCT GROUPS FOR FEBRUARY AND JANUARY-FEBRUARY 1956, COMPARED WITH 1955

	February 1956	Jan.-Feb. 1956	February 1955	Jan.-Feb. 1955
Agriculture & Farming	$ 32,697	$ 65,091	$	$ .....
Apparel, Footwear & Access.	287,429	562,449	329,844	595,120
Automotive, Auto Equip. & Access.	4,830,716	10,305,603	3,238,592	6,744,372
Beer, Wine & Liquor	544,697	1,096,193	499,832	1,001,006
Building Materials, Equip. & Fixtures	248,095	415,328	72,889	130,523
Confectionery & Soft Drinks	854,344	1,731,004	740,848	1,616,414
Consumer Services	35,580	98,793	120,591	297,837
Drugs & Remedies	3,063,268	6,253,184	1,808,559	3,762,394
Food & Food Products	7,262,118	14,566,911	6,597,719	13,457,527
Gasoline, Lubricants & Other Fuels	340,854	714,570	344,298	760,439
Horticulture	.....	.....	.....	4,746
Household Equipment & Supplies	2,382,084	5,044,063	2,669,759	5,558,162
Household Furnishings	206,190	406,642	222,376	467,666
Industrial Materials	780,727	1,590,536	628,055	1,146,993
Insurance	346,119	766,369	139,224	348,213
Jewelry, Optical Goods & Cameras	389,545	673,509	372,558	791,342
Office Equipment, Stationery & Writing Supplies	315,822	694,345	585,151	1,173,724
Publishing & Media	108,756	207,181	90,593	148,949
Radios, Tv Sets, Phonographs, Musical Instruments & Access.	649,575	1,495,880	793,127	1,669,583
Retail Stores & Direct by Mail	.....	.....	10,392	10,392
Smoking Materials	3,571,397	7,128,377	3,262,286	6,650,035
Soaps, Cleansers & Polishes	4,569,990	9,138,714	3,187,674	6,640,976
Sporting Goods & Toys	31,398	73,344	4,464	17,856
Toiletries & Toilet Goods	6,054,021	12,517,241	5,082,438	10,899,450
Travel, Hotels & Resorts	41,400	103,230	34,560	86,445
Miscellaneous	244,749	440,631	299,711	618,171
TOTALS	$37,191,571	$76,089,188	$31,135,540	$64,598,395

Source: Publishers Information Bureau

LEADING TV NETWORK ADVERTISERS IN PRODUCT GROUPS DURING FEBRUARY 1956

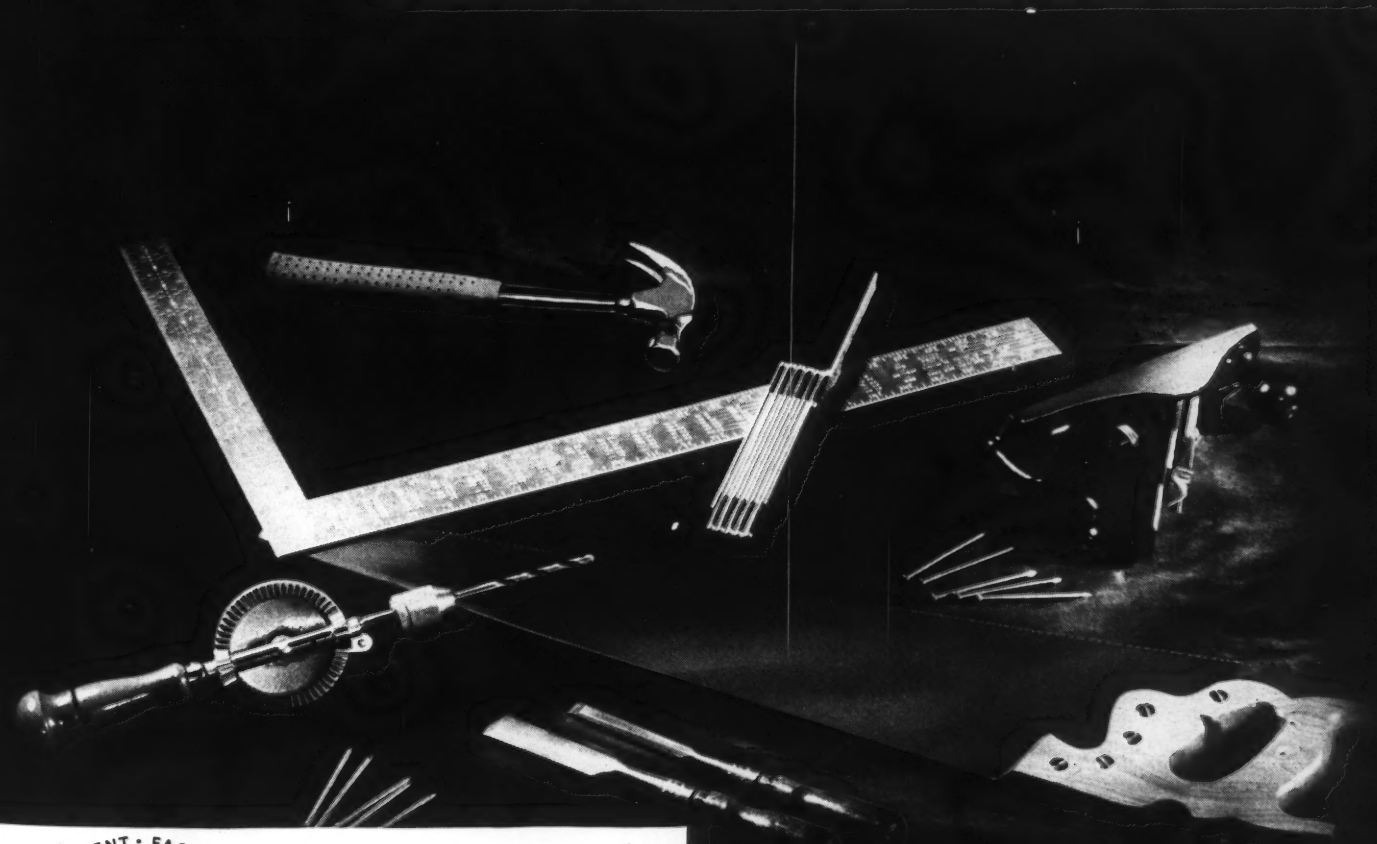
Ralston Purina Co.	$ 32,697
Knomark Manufacturing Co.	109,197
Chrysler Corp.	1,649,155
Joseph Schlitz Brewing Co.	194,427
General Electric Co.	92,076
The Coca-Cola Co.	386,989
Western Union Telegraph Co.	35,580
American Home Prods. Corp.	1,339,004
General Foods Corp.	1,166,339
Gulf Oil Corp.	164,988
.....	.....
Scott Paper Co.	446,264
Armstrong Cork Co.	144,455
Aluminum Co. of America	165,240
Prudential Ins. Co. of America	242,004
Eastman Kodak Co.	213,015
Hallmark Cards Inc.	107,464
Time Inc.	49,740
Columbia Broadcasting System	193,726
.....	.....
R. J. Reynolds Tobacco Co.	1,049,082
Procter & Gamble Co.	3,012,848
Mattel Inc.	31,398
Colgate-Palmolive Co.	1,172,847
Pan-American World Airways	41,400
Armour & Co.	62,795

if you're building a market . . .

you need tools . . . tools that will do the best possible work and the quickest!

WGY's 35 years of leadership provide you with the best sales tools in Northeastern New York and Western New England—where listeners prefer WGY 3-to-1 over the nearest competing station.* If you're building a market in the Great Northeast, it will pay you to study WGY's rich 33-county market area, including the important tri-cities of Albany, Schenectady and Troy.

*Alfred Politz Research Survey.



MARKET • MANAGEMENT • FACILITIES • PROGRAMMING • PUBLIC SERVICE

Represented Nationally
by Henry I. Christal Co., Inc.

WGY

A General Electric Station

KATZ PITCHES DAYTIME FOR CIGARETTES

New presentation by station representation firm points out that cost-per-thousand smokers is less in daytime television than advertisements on evening shows.

NOTE to cigarette manufacturers and their agencies: You're missing a lot of sales by not getting into daytime spot television.

This is the point of a presentation prepared by The Katz Agency, station representation firm, to sell cigarette advertisers on the advantages of using daytime tv, an area they have left largely untouched up to now.

Along with the presentation, unveiled last week, the Katz firm has developed a new formula for determining the number of actual smokers a cigarette advertiser reaches with his television dollar. As pointed up in the Katz study, the formula demonstrates that daytime television can be just as good as nighttime in terms of reaching people who buy and smoke cigarettes.

The formula translates "total viewing audience" into "a reasonable approximation" of the number of actual smokers who are viewing a given program. It was worked out by the Katz sales development unit, under Saul Rosenzweig, as a yardstick to show tobacco advertisers how daytime tv announcements stack up —in both cost and impact—against nighttime announcements.

Based on tobacco industry figures, the formula has been discussed with—and apparently accepted by—most of the leading cigarette advertisers, Mr. Rosenzweig reported.

The concept starts with the tobacco industry's estimate that 60% of the nation's males and 40% of the women are smokers. These estimates are then applied to television viewing patterns. In daytime, it is estimated that the adult audience statistically consists of one woman and one-sixth of a man per set. Using the 40% "smoker factor" for women and 60% for men, this reduces to 0.48 smoker-viewers per set in the daytime. At night, assuming one male and one female viewer per set, the smoker-viewer total is one (0.4 women and 0.6 men).

To get the "smoker rating" of an announcement or program, as well as its "cost per thousand smokers," the formula applies these "smoker factors" to total ratings and cost. As an example, Katz cited 15 daytime ID's a week on WSAZ-TV Huntington, W. Va. They cost $180 and had, in the period measured, an ARB total weekly rating of 234.9.

Multiplying this total weekly rating by the daytime smoker-factor (0.48) produces a weekly "smoker rating" of 112.7. To get the daytime cost per thousand smokers, the weekly smoker rating is multiplied by the number of tv sets in the area, and the product is then divided into the cost per week. In the WSAZ-TV example, this came out to $0.27 per thousand smokers.

By the same formula, the cost of three well-rated nighttime cigarette ID's on the same station—which also cost $180 per week—was shown to be $0.38 per thousand smokers, or 11 cents more per thousand.

Mr. Rosenzweig projected this method of comparison on a national scale and found average evening once-a-week shows getting 22.4 ratings, and Monday-through-Friday daytime programs for adults averaging 9.4. This translates to a "smoker rating" of 22.4 at night, 4.6 in daytime. Cost factors were than applied on the theory that on most television stations 15 daytime ID's per week cost approximately the same as 3 nighttime ID's per week. The result was a total smoker rating of 67.2 at night, 69.0 in daytime.

The point, Mr. Rosenzweig noted, is that "the same dollars deliver more smokers with daytime ID's than a nighttime campaign. Daytime ID's are in much greater supply and the opportunity now exists to buy better-than-average ratings. Evening television, with considerable programming and announcement business, is much tighter."

The Katz presentation summarizes the "qualitative advantages of such a daytime schedule" as follows:

". . . Sheer mass of repeated impact on the large daytime segment of viewers.

". . . Relative dominance during daytime as compared with your competitors.

". . . The special appeal of increased cigarette smoking to women.

". . . Immediacy of daytime television to shopping hours of women."

The presentation takes the daytime-versus-nighttime comparison a step further. On each of six stations high-rated nighttime ID's are compared with daytime ID packages of equal or less total cost; in most cases the daytime "smoker rating cost" is shown to be less, sometimes by considerable margins.

As another example, the presentation figures the cost of a campaign using 15 daytime ID's per week in 64 markets (including the Katz-represented stations and, in most cases, the highest-priced stations in the market). These markets, it was pointed out, cover 36,700,000 tv homes and the campaign would cost $18,754 a week on a 26-week basis. Figuring an average daytime rating of 9.4, the cost per 1,000 home impressions would come to 36 cents—or, in terms of smoker-viewer impressions, less than 80 cents per thousand.

As a variation on the 15 daytime ID per week plan, Katz also is recommending a plan encompassing 10 daytime ID's and five late at night (after 11 p.m.) to catch the late-show viewers. Using the same 64 stations in the daytime ID plan, this variation would cost $21,831 a week.

LATEST RATINGS

PULSE

TOP 20 REGULARLY SCHEDULED ONCE-A-WEEK SHOWS

(Month of April)

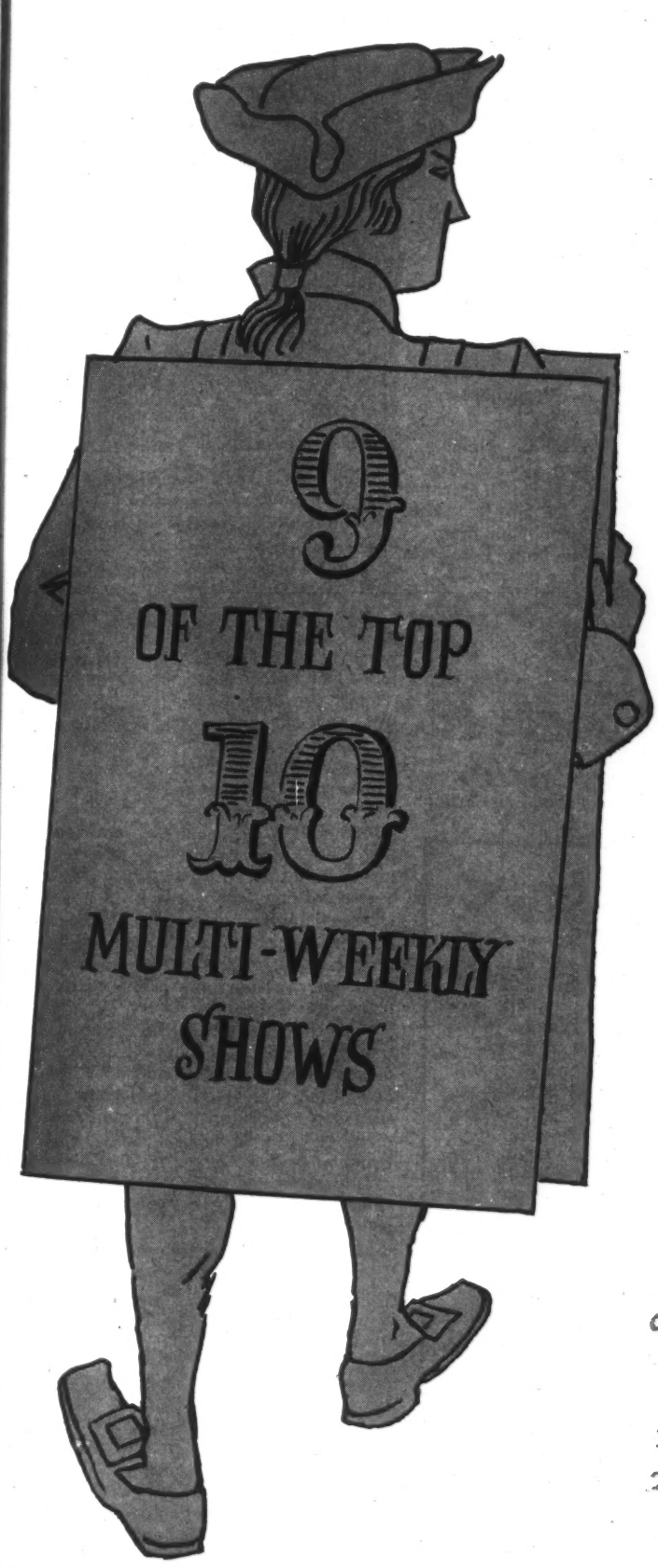
Rank	Program	Sponsor	Agency	Network	No. of Stations April	No. of Stations March	Day & Time	Rating April	Rating March
1.	$64,000 Question	Revlon	BBDO	CBS	165	164	Tues., 10-10:30	45.4	46.1
2.	Ed Sullivan	Lincoln-Mercury	Kenyon & Eckhardt	CBS	180	186	Sun., 8-9	44.3	43.9
3.	I Love Lucy	Procter & Gamble General Foods	Biow Young & Rubicam	CBS	155 157	154 154	Mon., 9-9:30	40.2	41.8
4.	Groucho Marx	DeSoto	BBDO	NBC	157	157	Thurs., 8-8:30	36.3	36.9
5.	Disneyland	American Motors American Dairy Derby Foods	Geyer & Brooks, Smith, French & Dorrance Campbell-Mithun McCann-Erickson	ABC	180	178	Wed., 7:30-8:30	34.8	34.4
6.	Jack Benny	American Tobacco	BBDO	CBS	172		Sun., 7:30-8	33.4	
7.	Climax	Chrysler	McCann-Erickson	CBS	162	162	Thurs., 8:30-9:30	32.9	33.9
8.	Perry Como	Armour Dormeyer Gold Seal International Cellucotton Prod. Noxzema Chemical Toni	Tatham-Laird John W. Shaw Campbell-Mithun Foote, Cone & Belding SSC&B Weiss & Geller	NBC	81 82 86 90 95 91	81 82 86 90 95 91	Sat., 8-9	32.8	34.6
9.	Jackie Gleason	Buick Div. of General Motors	Kudner	CBS	187	187	Sat., 8-8:30	31.5	31.3
10.	December Bride	General Foods	Benton & Bowles	CBS	182	181	Mon., 9:30-10	31.4	30.7
11.	Dragnet	Liggett & Myers	Cunningham & Walsh	NBC	169	169	Thurs., 8:30-9	30.2	29.7
12.	$64,000 Challenge	P. Lorillard Revlon	Young & Rubicam C. J. LaRoche	CBS	110		Sun., 10-10:30	30.1	
13.	What's My Line	Jules Montenier Remington Rand	Earle Ludgin Young & Rubicam	CBS	70 111		Sun., 10:30-11	29.1	
14.	Fireside Theatre	Procter & Gamble	Benton & Bowles	NBC	132	132	Tues., 9-9:30	28.4	
15.	Burns & Allen	Carnation Co. B. F. Goodrich	Erwin Wasey BBDO	CBS	148 142	148 142	Mon., 8-8:30	28.0	28.7
16.	I've Got a Secret	R. J. Reynolds	Wm. Esty	CBS	170	170	Wed., 9:30-10	27.2	28.7
17.	This Is Your Life	Procter & Gamble	Benton & Bowles	NBC	133	133	Wed., 10-10:30	27.2	27.7
18.	Playhouse of Stars	Schlitz Brewing	Lennen & Newell	CBS	125		Fri., 9:30-10	26.9	
19.	Producer's Showcase	RCA Ford	Kenyon & Eckhardt Kenyon & Eckhardt	NBC	97		Mon., 8-9:30	26.6	
20.	Lux Video Theatre	Lever Brothers	J. Walter Thompson	NBC	129	129	Thurs., 10-11	26.5	27.5

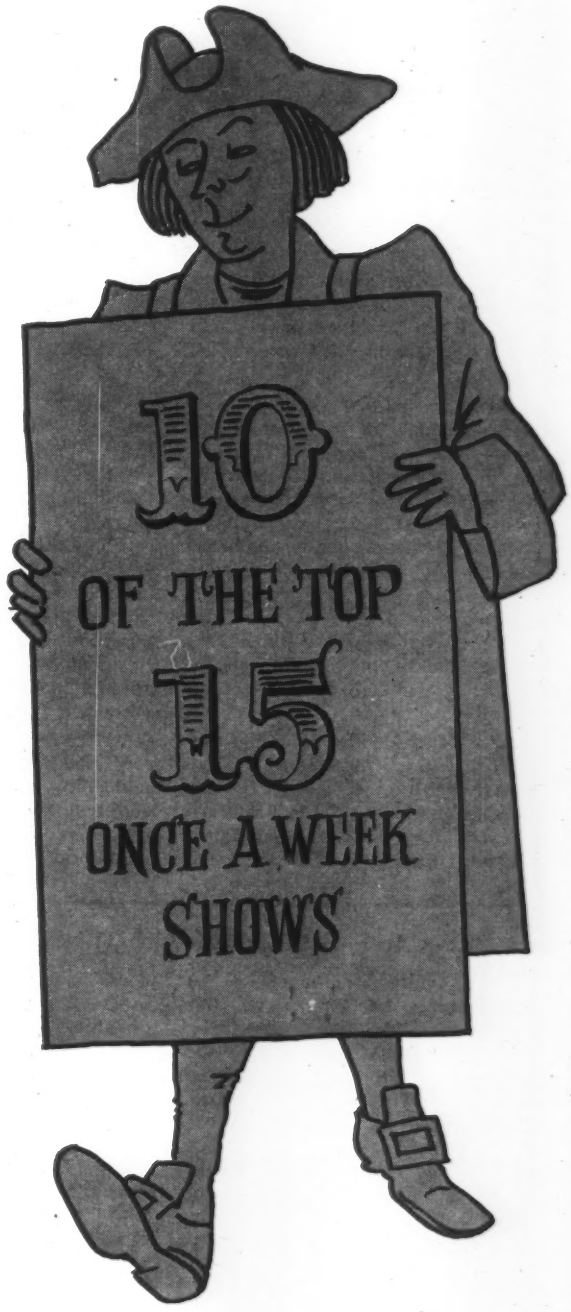
TOP 10 REGULARLY SCHEDULED MULTI-WEEKLY SHOWS

Rank	Program	Sponsors	Agency	Network	No. of Stations April	No. of Stations March	Day & Time	Rating April	Rating March
1.	Mickey Mouse Club	Segmented Sponsors		ABC	94	94	Mon.-Fri., 5-6	19.9	19.5
2.	Guiding Light	Procter & Gamble	Compton	CBS	113	113	Mon.-Fri., 12:45-1	12.1	11.6
3.	Search for Tomorrow	Procter & Gamble	Biow	CBS	125	125	Mon.-Fri., 4-4:15	10.8	11.1
4.	Love of Life	American Home Prod.	Ted Bates	CBS	153	153	Mon.-Fri., 12:15-12:30	10.3	10.1
5.	Valiant Lady	General Mills Toni Wesson Oil Scott Paper	D-F-S North Adv. Fitzgerald J. Walter Thompson	CBS	97 71 99 70	97 71 99 70	Mon.-Fri., 12-12:15	9.9	9.6
6.	News Caravan	Plymouth R. J. Reynolds Tob.	N. W. Ayer Wm. Esty	NBC	116	116	Mon.-Fri., 7:45-8	9.8	9.3
7.	Arthur Godfrey	Participating Sponsors		CBS	99	99	Mon.-Thurs., 10-11:30	9.7	
8.	Eddie Fisher	Coca-Cola	McCann-Erickson	NBC	107	107	Wed., Fri., 7:45-8	9.7	
9.	Big Payoff	Colgate-Palmolive	Wm. Esty	CBS	121	121	Mon.-Fri., 3-3:30	9.3	9.6
10.	CBS TV News	Whitehall Amer. Tobacco	D-F-S SSC&B	CBS	121 75		Mon.-Fri., 6:45-7	9.2	

We don't know about the rest of the Country but . . .

In Springfield, Mass. it's WWLP Ch. 22 and NBC programming that rate high.





✻ Pulse March '56

WWLP

IN SPRINGFIELD, MASS

The Best in View is Channel 22

Represented by Hollingbery

AN ADVERTISING SUCCESS STORY

TOYS AND TELEVISION: PAYING PARTNERSHIP

HOW can the $1.3-billion-a-year U. S. toy industry—that does 78% of its actual business and 89% of its advertising in the 10-week pre-Christmas season—get more mileage out of the television dollar?

This question was posed earlier this year to more than 3,000 toy dealers coast-to-coast by one of the country's largest doll manufacturers, American Character Doll Co., New York.

In a questionnaire mailed to the nation's toy dealers in advance of the annual Toy Fair in New York in March, ACD asked them what they thought about television. Specifically: what—if any—sort of tv advertising they had done in 1955, how much of it, how frequently, whether it was supported by other media and what the sales results had been. To assure what ACD called "an equitable response," it offered an award, the Television Toy Merchandising Award Gold Plaque, to the dealer who used television most "wisely . . . with creativity, planning and productivity."

Within days of the initial mailing, the first completed forms trickled in. "They were still arriving by the bagfull by the time we were to make the awards," Bernard J. Schiff, ACD's advertising and sales promotion manager, told B•T. Out of 3,000 questionnaires dispatched, the firm received a 25% return. From these, 15 were chosen for serious consideration by the judges—NBC's Merchandising Director Murray Heilweil, Sidney Rubin, director of CBS-TV Enterprises, and John Eckstein, ABC's advertising and sales promotion director. Out of the 15, three top winners were picked:

• DEPARTMENT STORE: Denver Dry Goods Co., Denver. Store in 1955 sponsored a 26-week live program series on KOA-TV, supported by an all-media campaign. Sales increased 18.5%.

• RETAIL CHAIN STORE: Darling Distributing Corp., New York. A 44-store enterprise, Darling's sponsored two local daytime kiddies' programs on WABC-TV and WOR-TV, supported them with premiums, newspaper campaigns and in-store celebrity appearances, saw its televised items jump 200% in sales, its over-all sales 53%. President I. M. Weintraub reported 37,581 children "pulled into the store" by one premium alone, said "we had to call in the cops to keep the crowds orderly."

• INDEPENDENT STORES: Orr's Bookshop, Wichita, Kan. Orr's sponsored local and syndicated film programs and participations on KAKE-TV and KARD-TV in addition to buying heavy spot, and despite its gain of only 5%, was picked because it used "frequency."

SHARI LEWIS demonstrates ACD's Sweet Sue Doll on one of the film commercials that firm offers free to dealers.

What, exactly, did the TVTMA contest prove? According to Herbert Brock, ACD's executive vice president, "it told us that tv is the only effective medium through which we toy people can reach the ultimate consumer—the child in the 2-10 age group. He makes up 87% of the entire toy market. He initiates the purchase by 'asking Daddy.' Furthermore, "what child regularly reads the *Ladies Home Journal?*"

Mr. Schiff added: "It also showed us that the dealers are deluding themselves by staying in print and out of tv. They seem to be scared of tv. They think time costs a fabulous amount of money. Well, we now have visible proof that it doesn't. There's no jucier carrot to hold in front of them than their competitors' sales charts after television. . . ."

Will they see the carrot? "Not all will," thinks Mr. Schiff. "Trouble is that most dealers depend on the tremendous *free* publicity their wares have been getting on tv, thanks to the shrewd promotion value of merchandising franchised items (see box). Frankly, we're to blame for that ourselves."

Illustrating his point, Mr. Schiff said that since television's advent, toy promotion has followed more or less a three-step procedure:

"First the manufacturer pitches woo at television. He purchases rights from networks or packagers to reproduce or name his items after well-known tv fixtures. Then, he promotes that item—for nothing, if at all possible—by plugging it on audience participation shows like they're doing right now on CBS-TV's *Jack Paar Show*. Should that work and result in kids rushing into stores saying, for instance, 'I saw Tinker Bell on television,' he knows he *has* something. Only then will he prod his dealer into buying time. It's a long courtship. Too long. We aim to shorten it a bit with these re-

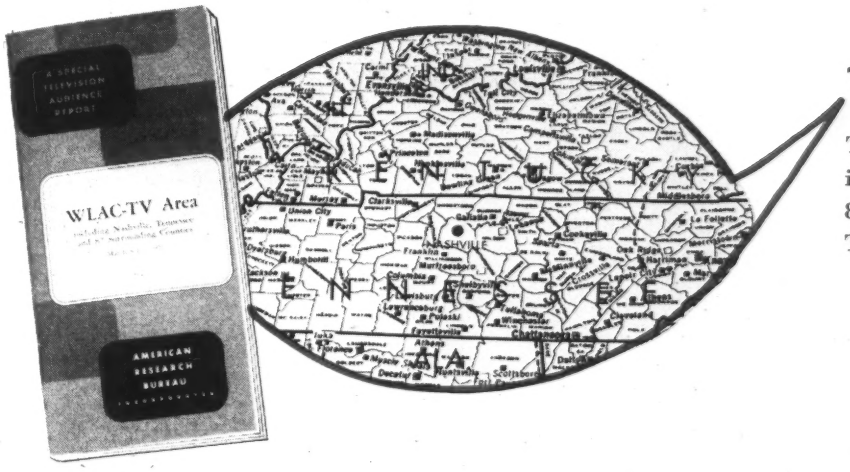
THE CUSTOMERS ARE TUNED TO TV

AMERICAN Character Doll Co. is not alone in having become particularly video-conscious. Other large firms—Ideal, Lionel, Trans-o-Gram—urged on by the industry's two trade groups, the Toy Guidance Council and the Toy Mfrs. Assn., are all aware that television, properly used, provides the best means of reaching the 28.5 million families currently in the $4,000-a-year income bracket who can logically afford toys. They know too that each year brings another bumper crop of babies, that the U. S. Census Bureau estimates this year's "crop" to be four million. Finally, they realize that the six million youngsters reaching the age of five this year will constitute the highest "consumer number" in toy manufacturing history.

The TGC alone spends well over $1.5 million a year on institutional advertising. Last fall, it allocated $300,000 to a series of 13 telefilms featuring Paul Winchell and Jerry Mahoney for local station-dealer distribution [B•T, Aug. 15, 1955]. To David Taylor Marke, TGC's educational director, the money is well-spent. "We're not promoting mere baubles," he says, "but aids and stimulants to social development and education."

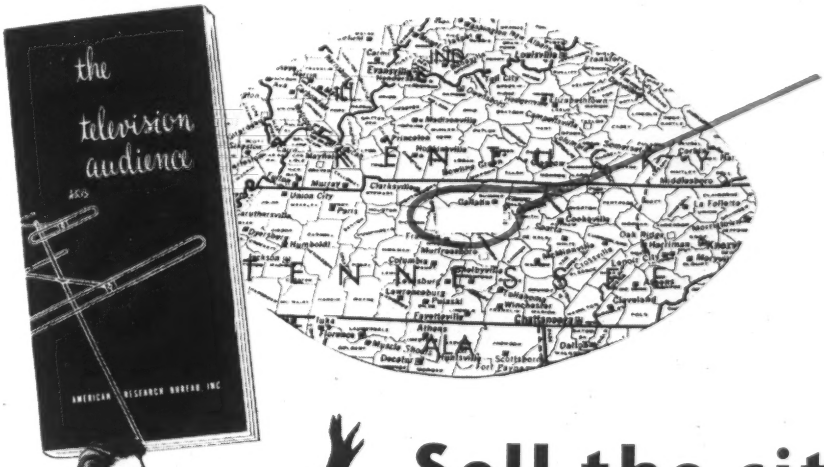
Another industry-wide practice that utilizes tv at a nominal cost but with fantastic results is that of buying franchises from networks or package firms (see main story). A list of shows or personalities lending their names to toy manufacturers would read like a telescoped program schedule: Roy Rogers, John Cameron Swayze, Pinky Lee, Steve Allen, Jackie Gleason, *Disneyland, Mickey Mouse Club, Capt. Kangaroo, Today, Annie Oakley, Winky Dink and You, Dragnet, I Love Lucy, Wyatt Earp, Davy Crockett, Ramar of the Jungle, Ding Dong School, Mr. Wizard, Mr. Peepers, Howdy Doody* and *What's My Line?*—to name just a few. ACD, which manufactures life-size and miniature dolls that walk, dance, cry, sob, wet their pants, has found franchising, backed with bought time, can be a boon to business. It manufactures items directly tied to *Capt. Kangaroo, Ding Dong School* and *I Love Lucy;* at one time, capitalized on *Annie Oakley, Pinky Lee* and *Mr. Peepers,* the latter program now off NBC-TV permanently.

Get the whole audience picture



100% TV HOMES

This 87-county area, surveyed in ARB's Area Report (March 8-14, 1956), puts WLAC-TV 'way out front.



20% TV HOMES

This home-county area, surveyed in Nashville Report (March, 1956), puts WLAC-TV 'way out front. It represents 20% of the tv homes in our viewing area.

Sell the city . . . and the Whole Area!

with

WLAC-TV *Ch 5*

NASHVILLE, TENN.

The South's Great Multi-Market Station

CBS Basic Required

T. B. Baker, Jr.
Executive Vice-President and General Manager

Robert M. Reuschle
National Sales Manager

The Katz Agency
National Representatives

ports," Mr. Schiff said, waving a sheaf of completed questionnaires.

It took ACD "some time" to realize the inherent selling power of television, says Milton A. Weiss, president of Webb Assoc., its agency. Before forming his own agency last fall, he had serviced the account at Sterling Adv., New York.

In 1946—10 years ago—ACD spent its entire yearly advertising budget of $11,000 in print. Today, with business tripled, it plans to spend close to $750,000 on advertising, 85-90% in tv. Following its 1952 participating sponsorship of the Thanksgiving Day Macy Parade telecast, it first was left unconvinced about television, quickly changed its mind when an overflow of orders forced it to open a second plant. In 1953, it spent $250,000 "just convincing our retailers that tv time didn't run into the millions," persuaded them to buy spots on 45 high-rated local shows throughout the U. S. In 1954, it practically discarded print advertising for tv spot, the following year bought into NBC-TV's *Pinky Lee Show* and spent an additional $85,000 "pre-selling" Pinky's faithful flock as far ahead as June, although the NBC-ACD contract did not go into effect until September. That year, it also sponsored the syndicated *Little Rascals* ("Our Gang") film on KING-TV Seattle, KTRK (TV) Houston and KWK-TV St. Louis; local shows on KSL-TV Salt Lake City, WABD (TV) New York, KTTV (TV) Los Angeles and KGO-TV San Francisco.

According to Webb's Mike Weiss, 1956 will account for ACD's heaviest tv spending to date. It is providing free, one-minute open-end filmed announcements by Shari Lewis (see photo page 48) to its dealers as an incentive to buy local time adjacent to highly rated network programs. It plans to capture what Mr. Weiss calls "the wasted audience," by sharing sponsorship on several forthcoming network programs with Remco Toys, Newark, manufacturer of electric toys for boys.

ACD also plans to allocate funds to provide an "advisory tv board" to local dealers who don't know enough about tv.

Recently, Columbia U. announced that ACD had established an annual $2,500 Dr. Frances Horwich Scholarship for Advanced Child Pedagogy (named for Miss Frances of NBC-TV's *Ding Dong School*). Asked about that, Herb Brock commented laconically, "I love kids. They buy my toys. I also love Miss Frances. She motivates 'em."

It would not be immodest to say, Mr. Schiff points out, that Miss Frances & Co. have more than just "motivated" the youngsters. "In fact," he says, "television has put us on the map." ACD, which five years ago was eyeing its budget nervously, now maintains a luxurious suite of executive offices in Manhattan, two factories, showrooms and, this spring, plans to add to its operations a multi-million dollar five-story factory in Brooklyn—its third.

"As you see," Mr. Schiff declared, "We've stopped pitching woo at television. We're happily married now, but that won't stop us from revealing the 'secrets' of our courtship to our competitors." He adds, "by the way, that'll be *all* we'll tell them."

HOW TWELVE USED TV TO BOLSTER TOY SALES

TELEVISION spot or program sponsorship?

These stores used one or the other or both "wisely" in the eyes of the TVTMA jury (see story) and thus merited particular consideration in the final tally. Out of the 12, only one-third gave station call-letters:

• THE HOBBY SHOP, Savannah, Ga.—President I. G. Osterweil reported that after only seven weeks of a 13-week sponsorship of its own, live, 30-minute Santa Claus workshop program, "nearly the whole toy department was sold out." Store, which asked Savannah youngsters to write Santa, c/o The Hobby Shop, reported 5,000 replies and 25% sales increase over the previous year.

• PUNCH 'N JUDY TOYLAND, Dayton, Ohio—President Sherm Caplan has been using spot tv in Class A time for several years; backs up all his campaigns with newspaper ads showing toys displayed via tv the night before and changes window layout as frequently as tv spots. Result: 20% sales gain.

• BREWSTER'S, Tulsa, Okla.—President Bill Brewster has put tv to work "consistently" since 1950. Sponsored eight of the TGC's Winchell-Mahoney films; bought 15 five-minute Class A spots and participated in a "90-minute kids' spectacular." Tied in window displays with TGC films, reported a 28% sales hike.

• BURDINE'S INC., Miami, Fla.—Buyer R. L. Binney of this department store (branches in Miami Beach, Ft. Lauderdale and Palm Beach) reported an unusual eight-day closed-circuit store-wide tie-in with Owens-Corning Fiberglass Co.'s "1955 color cavalcade" touring the U. S. last winter. Utilized WTVJ (TV) staff personalities to beam toy demonstrations to 51 color sets scattered throughout the four outlets. Notched 15% sales increase "particularly due to color tv," says Mr. Binney, "which shows off merchandise to a terrific advantage."

• MAXWELL'S TOYS & RECORDS, Detroit—Owner Herb Maxwell bought saturation spot campaign back-to-back with WWJ-TV's pick-up of the *Pinky Lee Show*. A 13% store-wide sales gain was reported, 80% jump in American Character Doll Co. sales (which sponsored the program).

• HILLMAN'S, Columbia, S. C.—Proprietor O. S. Hillman created a 15-minute "commercial" built around toy-shop motif, invited local children to partake in show backed audience participation with full-page newspaper ads, reported 10% new business.

• SOLWAY'S FURNITURE CO., Cincinnati—Advertising Manager John C. Tine for past three years has been integrating commercials on total of 23 local programs supporting all in both store ads and radio-tv listings page, tied in window displays, said sales jumped 5%.

• TOYLAND, Amarillo, Tex.—Owner Art Knorpp Jr. used a live horse as "giveaway," premiums and toy prizes in supporting his 13-week *Dixie Dice Review* (station unnamed). Also backed show with saturation spot campaign of 60- and 30-second duration; on Saturdays, used star of show as "salesman," reported 100% sales increase for 1955.

• SIBLEY, LINDSAY & CURR, Rochester, N. Y.—Says Buyer Alfred Larter: "Thank you, Miss Francis!" Dr. Horwich who brought NBC-TV's *Ding Dong School* to WHAM-TV last fall, accounted for 6.3% sales jump at SL&C's toy department. Store also bought intensive spot schedule over WVET-TV and WHEC-TV, identified store items shown on video with a "tv tag special."

• TRIPLETT'S TOY TOWN, Des Moines—President Charles Triplett sponsored KRNT-TV's *Don Bell's Boys' Town* throughout the year, blanketed Des Moines with picture postcards of Don and unidentified dog, asked recipients to name dog and appear on show. Also participated in Macy's Thanksgiving Day Parade on KRNT-TV, set up store booth at local home and flower show, gave away dolls, invited touring band leaders and vaudeville acts on show, reported 30% business gain. Plans to launch 30-minute audience participation show on WHO-TV this spring.

• PARK AVENUE VARIETY STORE, Memphis—Partner R. F. Hamilton is a firm believer in buying spots adjacent to *Pinky Lee* and other "expensive shows" on WMCT (TV) for little money. Reported "substantial gain" over 1954.

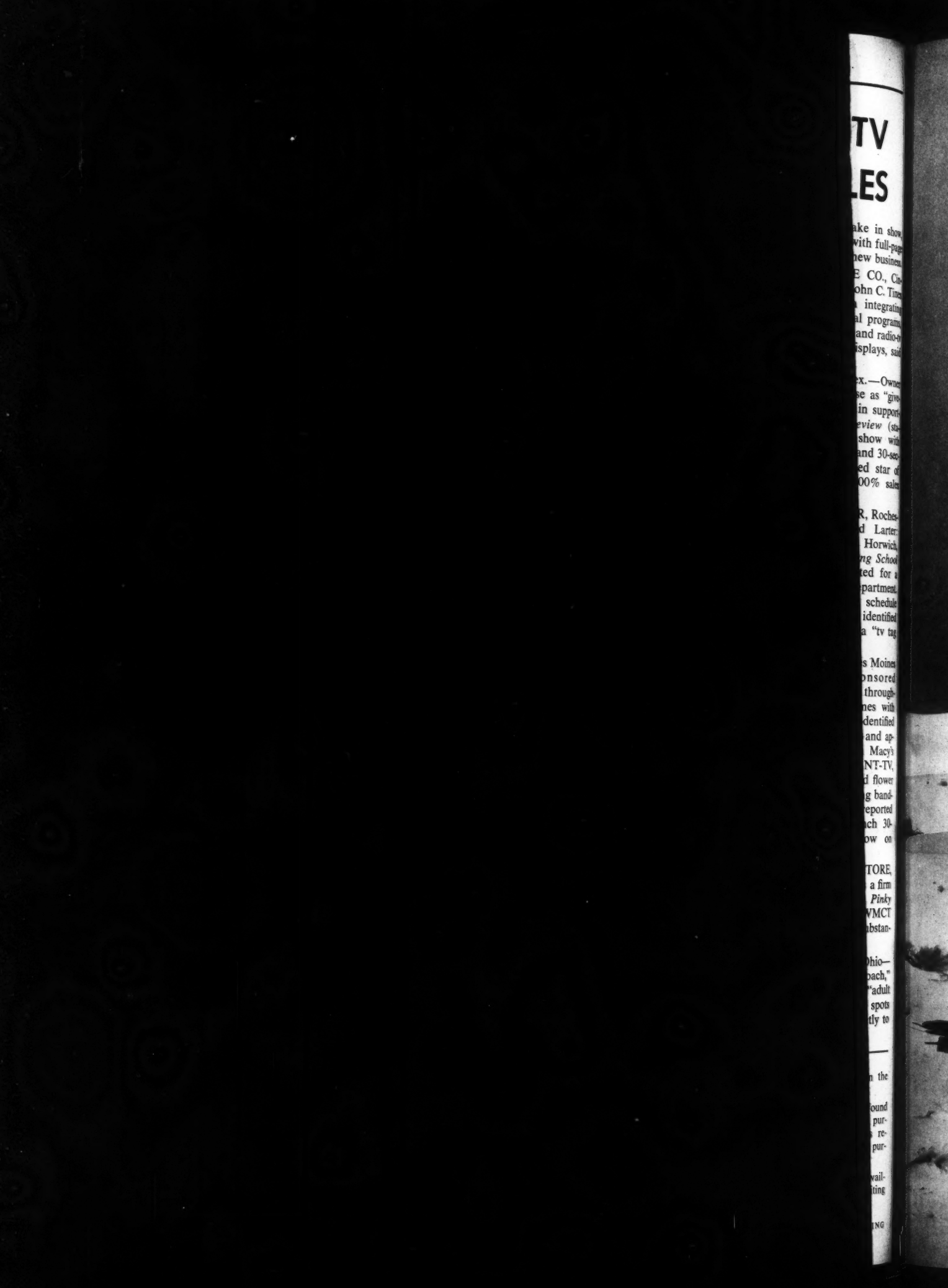
• McKELVEY'S, Youngstown, Ohio—Picked because of her "maverick approach," Ad Manager Vera Friedman tried the "adult approach," bought late Sunday night spots in post-midnight movie, appealed strictly to parents and reported "good results."

Survey Reveals How Children Affect Purchases by Family

A SURVEY of 213 families revealed that commercials on children's programs seem to play an important part in the purchasing patterns of the family. Conducted by Dr. Myron S. Heidingsfield, chairman of marketing department, Temple U., Philadelphia, the study found that children between three and six years old make important demands upon the family purchases.

Candy, soft drinks and foods were found to have the greatest impact, with many purchases made to accede to the children's requests. It was also found that repeat purchases were made at a later date.

A copy of the complete study will be available shortly and may be obtained by writing Dr. Heidingsfield at Temple U.

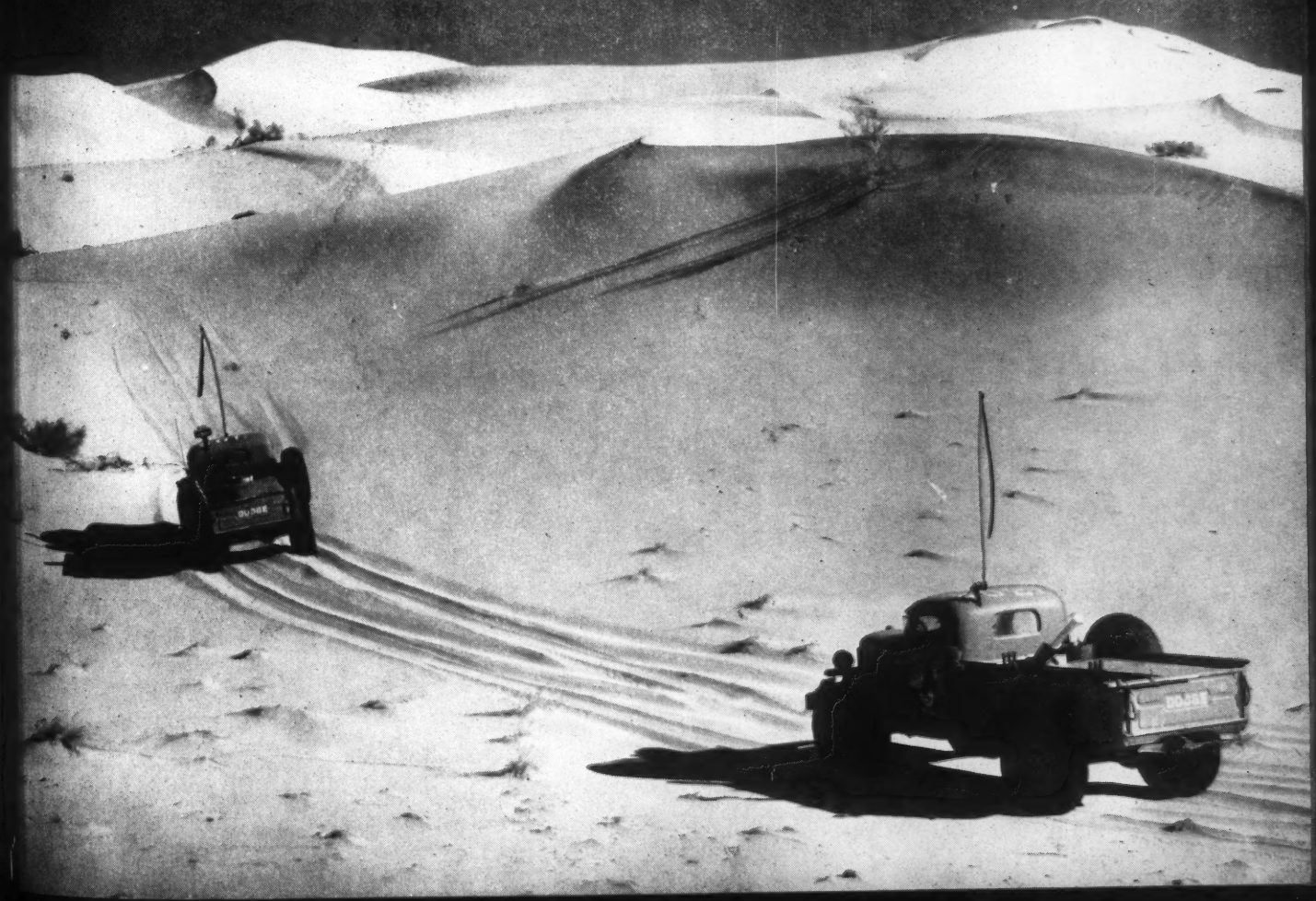


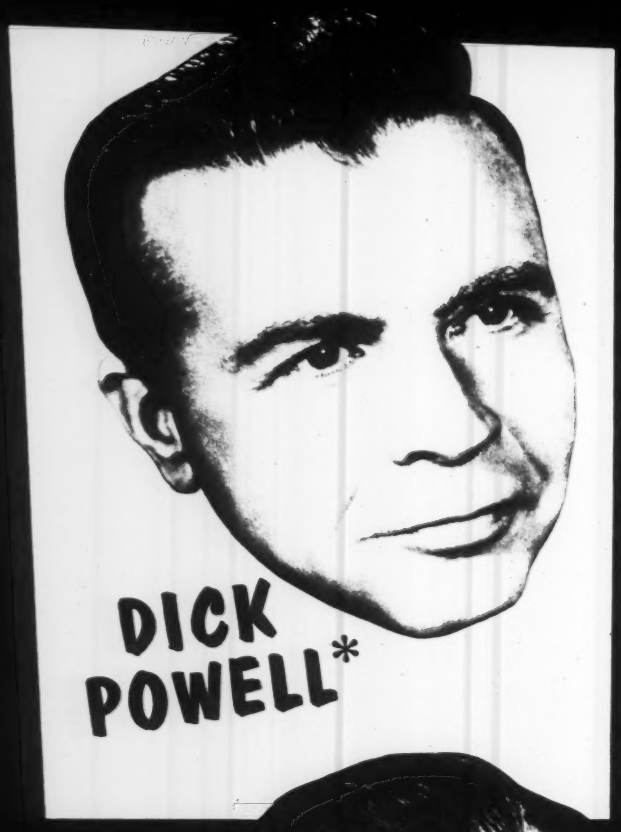
It's a Rough Business...

Searching for oil in Saudi Arabia is a rough business. ARAMCO oil explorers have to outwit treacherous sand areas where sand dunes 30 to 100 feet high, with no predictable pattern, block the movement of equipment. In the spring, crews are hampered by sand storms and intense heat forbids summer field exploration.

But the search for more and more oil goes on and on in an effort to satisfy the world's constantly increasing demand.

ARABIAN AMERICAN OIL COMPANY
DHAHRAN, SAUDI ARABIA • NEW YORK, N. Y., U. S. A.





DICK POWELL*

DAVID NIVEN*

CHARLES BOYER*

IDA LUPINO*

and guests

plus

RONALD COLMAN • MERLE OBERON • JOAN FONTAINE

Thomas Mitchell, Broderick Crawford, Angela Lansbury, Frank Lovejoy, Joanne Dru, Edmond O'Brien and over 30 other top stars!

*FROM THE FAMOUS "FOUR STAR PLAYHOUSE"

the most flexible package in TV syndication!

STAR PERFORMANCE

1 to 5 Complete Series
to be programmed the way you want them!

QUANTITY
153 half-hour programs!

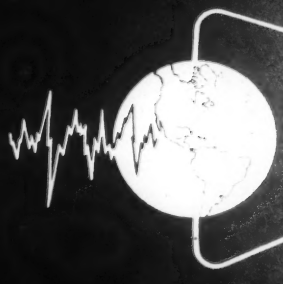
QUALITY
Plus—
Produced at top budget by FOUR STAR PRODUCTIONS, INC.
Entire cost over $5,000,000!

FLEXIBILITY
Equals—
Drama – Mystery – Comedy – Romance – Intrigue
1 to 5 times a week!

SUCCESSFUL
Four smash years on CBS Network for Bristol-Myers, Singer Sewing Machines and Parker Pen. Winner of 4 National Awards!

PROGRAMMING
Flexible programming – "Strippable" Across-the-board or as many as 5 separate, weekly programs!

phone
wire
write
the man from Official today!



OFFICIAL FILMS, INC.
25 West 45th St., New York 36, N. Y.
Plaza 7-0100

Representatives in:
Beverly Hills – San Francisco – Minneapolis – Chicago – St. Louis – Boston – Atlanta – Philadelphia

WTCN
is on the map!

*One of Minnesota's 10,000 Lakes Officially Dubbed "Lake WTCN"**

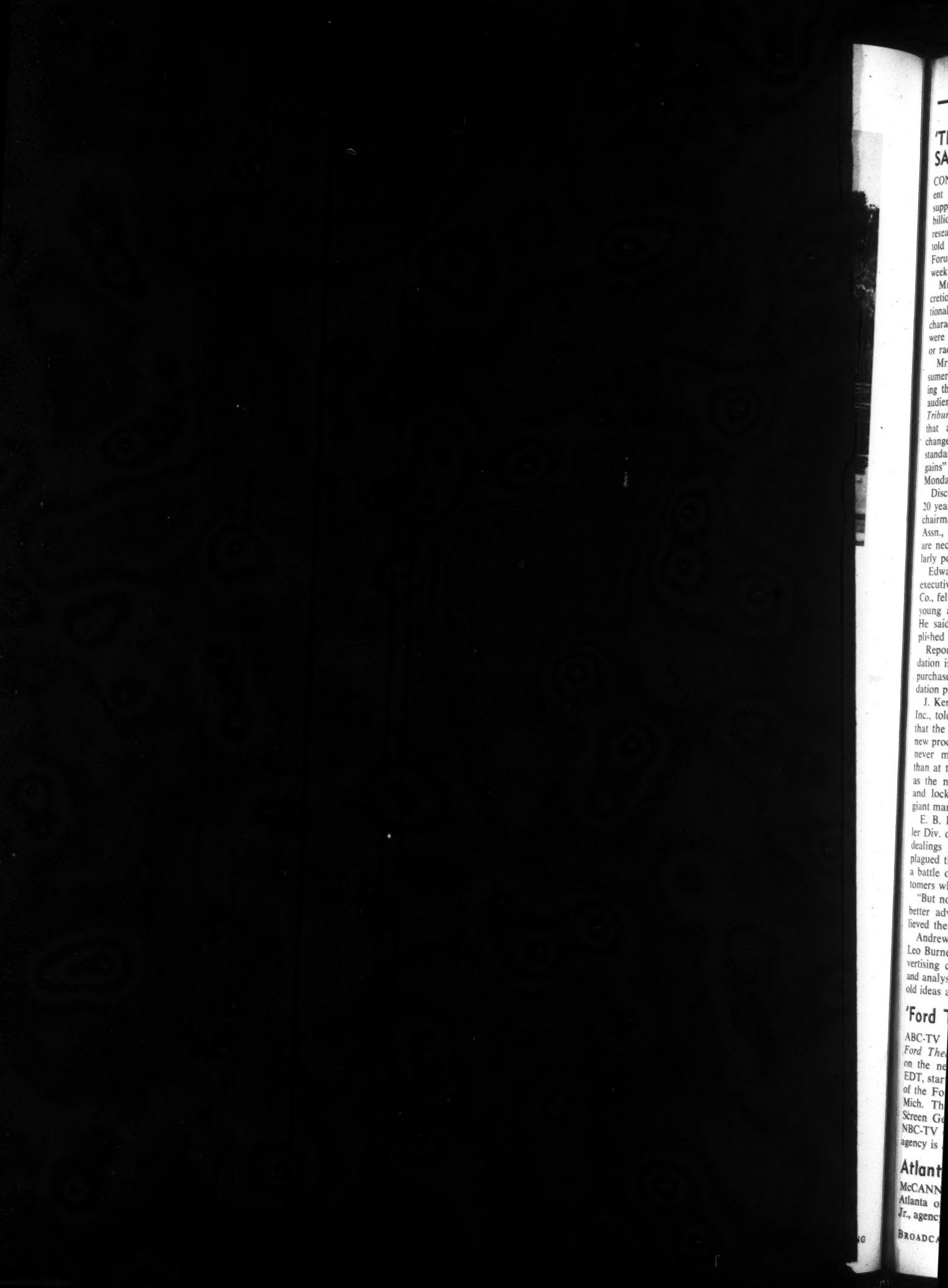
For the first time in history a radio station has a lake named after it! This recently discovered, sparkling blue lake nestling in the heart of Minnesota's lakelands has been officially named "Lake WTCN" by the Minnesota Conservation Commission. Such unusual recognition was bestowed in appreciation of WTCN's spirited public service contributions to Minnesota conservation.

***P.S. The fishing's "outstanding" at Lake WTCN!**
Miller Robertson, General Manager of WTCN congratulates Stu Mann, WTCN Outdoor Editor, on the discovery of "Lake WTCN."

WTCN *"The Station of the Stars"*

MINNEAPOLIS—ST. PAUL
1280 kilocycles 5,000 watts ABC Network

Represented Nationally by the Katz Agency, Inc. Affiliated with WFDF, Flint; WOOD AM and TV, Grand Rapids; WFBM AM and TV, Indianapolis.



'TRIBUNE' FORUM PROBES SALES AND DISTRIBUTION

CONSUMER sales must increase from the present $260 billion to $390 billion by 1966 to support estimated American production of $570 billion, Arno H. Johnson, vice president and research director of J. Walter Thompson Co., told the *Chicago Tribune*'s seventh annual Forum on Distribution and Advertising last week.

Mr. Johnson provided figures covering "discretionary spending," income groups, educational changes, home building and age group characteristics. He noted that 50% of homes were built in an era "when there were no tv or radio sets in homes."

Mr. Johnson presided over a panel on consumer changes, first of three sessions comprising the two-day forum in the WGN Chicago audience studio [B•T, May 21]. Walter Kurz, *Tribune* advertising manager, expressed belief that advertising, marketing and distribution changes are more important in furthering the standard of living than "many technological gains" of this decade. He opened the forum Monday.

Discussing consumer changes the past 15 or 20 years, Morton Bodfish, president and board chairman of First Federal Savings & Loan Assn., pointed out that luxuries of years ago are necessities today. He cited radios, particularly portables, appliances and automobiles.

Edward C. Von Tress, vice president and executive director of advertising, Curtis Pub. Co., felt electronic media "can do much to help young adults better spend their leisure time." He said communications already had accomplished much in this direction.

Report that the Advertising Research Foundation is doing a buying study on heavy goods purchases was given by William A. Hart, Foundation president.

J. Kenneth Laird, president of Tatham-Laird Inc., told a product distribution panel Tuesday that the consumer never was more receptive to new products and services and the business man never more willing to invest in distribution than at the present. He described the situation as the national vs. the store-controlled brand and locking of horns by giant retailing and giant manufacturing.

E. B. Braden, general sales manager, Chrysler Div. of Chrysler Corp., asserted that "sharp dealings and phony advertising" which has plagued the automobile industry stemmed from a battle of wits between auto dealers and customers who sold used cars in trade. He added: "But now they are finding better response to better advertising. It got so that nobody believed the ads any more."

Andrew F. H. Armstrong, vice president of Leo Burnett Co., claimed a new interest in advertising creativity after emphasis on research and analysis. He suggested creative people take old ideas and synthesize them into new ones.

'Ford Theatre' to ABC-TV

ABC-TV ANNOUNCED last week that the *Ford Theatre* dramatic series will be carried on the network on Wednesday, 9:30-10 p.m. EDT, starting in October under the sponsorship of the Ford Div., Ford Motor Co., Dearborn, Mich. The series, produced and distributed by Screen Gems Inc., currently is presented over NBC-TV (Thursdays, 9:30-10 p.m. EDT). The agency is J. Walter Thompson Co., New York.

Atlanta Offices Grow

McCANN-ERICKSON Inc. officially opened its Atlanta office last week, with Marion Harper Jr., agency president, presiding over a reception for station representatives and other guests. In other agency expansion plans there, it's learned, Kenyon & Eckhardt Inc. is expanding its Atlanta office to about 20 people around June 15. Jack Shannon, account executive in the K&E Chicago office, will be branch manager, it's reported. Russ Paulson, J. Walter Thompson Co., San Francisco, moves to K&E Atlanta to handle Pepsi-Cola in the southeast.

Warner-Lambert Replaces MJ&A With NC&K

WARNER-LAMBERT Pharmacals Inc., New York, has appointed Norman, Craig & Kummel, New York, to handle its advertising, effective immediately, for its Sportsman line and four new leading toiletry products. The Sportsman line had been handled previously by David J. Mahoney Inc., which recently was absorbed by MacManus, John & Adams.

With acquisition of this account, Norman, Craig & Kummel's overall billing by the end of 1957 will have increased tremendously, more than double the billing the agency lost in January when the $6 million Revlon account moved to BBDO and C. J. LaRoche. NC&K's billing for 1956-57 will be in the neighborhood of $24 million or more. In the past four months, the agency has gained, in addition to the Warner-Lambert products, Speidel watchbands, the Democratic National Committee and Hudson Pulp & Paper Co.

Admiral, Seeds Part

ADMIRAL Corp., Chicago, is shopping for a new advertising agency after the set manufacturer and Russel M. Seeds Co. jointly announced the termination of their association, effective "in the near future." Involved is a $17 million advertising account for Admiral radio-tv receivers and white goods.

NETWORK NEW BUSINESS

Ralston Purina Corp. (Ry-Krisp, Wheat and Rice Chex), St. Louis, through Guild, Bascom & Bonfigli Inc., San Francisco, will sponsor *Bold Journey*, new tv film series on exploration to premiere on ABC-TV, July 16. Show replaces *Twilight Theatre*, sustaining feature film program.

Aluminum Ltd. of Canada through J. Walter Thompson Co., N. Y., has renewed subscriber sponsorship of *Omnibus* when show resumes in fall on ABC-TV. Scott Paper Co. and J. P. Stevens & Co., also co-sponsors when show was on CBS-TV, have not announced future plans.

ABC-TV *Masquerade Party*, currently seen Wednesdays, 9-9:30 p.m. EDT, under alternate week sponsorship of Pharmaceuticals Inc., through Edward Kletter & Assoc., N. Y., and Knomark (Esquire boot polish) Mfg. Co., through Emil Mogul, N. Y., gets new time and two new sponsors next month. Starting June 30, *Masquerade Party* will be seen Saturdays, 10-10:30 p.m. EDT, under alternate-week sponsorship of Olin Mathieson Chemical Corp. (Lentheric), N. Y., through Grant Adv., N. Y., and Emerson Drug Co. (Bromo Seltzer), Baltimore, through Lennen & Newell Inc., N. Y.

Quaker Oats Co., Chicago, through Lynn Baker Inc., N. Y., signed to sponsor two-hour Tournament of Roses Parade in Pasadena, Calif., Jan. 1 on CBS-TV. Parade precedes annual Rose Bowl football classic.

Allstate Insurance Co., Chicago, which has been sponsoring *Sports Today With Bill Stern* on ABC Radio on alternate days, Mon.-Fri., 6:30-6:45 p.m. EDT, expands its sponsorship tonight (Monday) to five nights weekly as show reverts to 10-minute program. Lineup now calls for Les Griffith's news capsule from 6:30-6:35 p.m., with Bill Stern show following. Christiansen Adv., Chicago, is Allstate's agency.

NETWORK RENEWALS

General Electric Co., Schenectady, N. Y., renewed, effective Sept. 19, sponsorship of *20th Century-Fox Theatre* on CBS-TV, alternate Wednesdays, 10-11 p.m. eastern time. Young & Rubicam, N. Y., is agency.

Lipton Products Div. of Lever Bros. Co., longtime Arthur Godfrey sponsor, has renewed *Arthur Godfrey's Talent Scouts* effective June 25. Lipton—which has backed Godfrey Monday night show on CBS Radio since July 1947—will sponsor Godfrey simulcasts on alternate week basis for 52 weeks, on behalf of Lipton tea, soups and Frostee desserts. Other sponsor, Toni Co. (Gillette Co. Div.), Chicago, entering eighth year with Mr. Godfrey by renewing show effective June 25, through North Adv., Chicago. Young & Rubicam is Lipton's agency.

SPOT NEW BUSINESS

J. D. Jewell Inc. (chicken processor), Gainesville, Ga., using spot radio saturation announcements schedule in 35 markets. Agency: Crawford & Porter Adv. Inc., Atlanta, Ga.

Borg Fabric Div., George W. Borg Corp., Delavan, Wis., through Douglas D. Simon Adv., N. Y., will use television spots in approximately 35 markets, beginning in fall.

AGENCY APPOINTMENTS

Englander Co., Chicago, appoints North Adv. Inc., that city, effective July 1. Account moves from The Biow Co., N. Y., which ceases operation June 30. Firm will conduct intensive national advertising campaign to introduce new airfoam mattress and matching box spring.

Pepsodent Sales Ltd., Toronto, appoints Needham, Louis & Brorby of Canada Ltd. for Lifebuoy shave cream and Lypsul lip salve.

George Muehlebach Brewing Co., Kansas City, Mo., appoints Grant Adv. Inc., Chicago.

Servisoft Inc. (soft water equipment), division of George Getz Corp., Rockford, Ill., appoints Erwin, Wasey & Co., Chicago.

Formfit Co. (women's apparel), Chicago, appoints MacManus, John & Adams of Canada Ltd. as its Canadian advertising agency.

Lily-Tulip Cup Corp., N. Y., appoints Grey Adv., to handle advertising for entire line of paper products, effective immediately. Former agency was Al Paul Lefton Co., N. Y.

Sheraton Corp. of America, Boston, names BBDO for Sheraton Ltd., firm's Canadian branch. Combined domestic and Canadian account will be handled by BBDO Boston and Toronto offices.

Bond Stores Inc., N. Y., account formerly handled by The Biow Co., N. Y., which ceases operation June 30, to Joseph Katz Co., N. Y., for all stores except in California.

Anderson, Clayton & Co. Foods Div. (Mrs. Tuckers shortening, Meadolake margarine) being resigned by Crook Adv., Dallas, Tex. [B•T, April 30] to Bryan Houston Inc., N. Y., effective Aug. 1. Appointment is in addition to others recently made to D'Arcy, McCann-Erickson and Paris & Peart.

A. E. Masten Co., Pittsburgh brokerage and investment banking firm with W. Va. and Pa. branches names Sykes Adv. Inc., Pittsburgh.

A&A PEOPLE

Perry Schofield, advertising consultant since Jan. 2 and before that, vice president and copy chief, Lennen & Newell, to Bozell & Jacobs Inc., N. Y., as national creative director.

Martin Koehring, creative director, and **Eugene J. Cogan,** media director, Marschalk & Pratt Div. of McCann-Erickson Inc., N. Y., elected vice presidents of agency. Mr. Koehring, who joined M-E early last year was transferred in April to M&P Div. Mr. Cogan has been M&P's media director since 1951.

Harvey M. Manss, formerly vice president and director, Sterling Drug Co., to Dancer-Fitzgerald-Sample, N. Y., as vice president and member of creative plans board.

Kenneth C. Ring, vice president and manager of Chicago office of Wesley Aves & Assoc., appointed executive vice president of agency at headquarters in Grand Rapids, Mich.

John W. Hull, account executive, Rippey, Henderson, Kostka & Co., Denver agency, elected partner.

Milton Schneyr named executive vice president, State Pharmacal Co. (All-in-One reducing capsules), Chicago. **Boris T. Elia** to treasurer and **Allen Hirschfield,** formerly with Fortune Sales Inc., Chicago, to State as vice president in charge of sales.

Folke Lidbeck, art director, C. J. LaRoche & Co., N. Y., named vice president in charge of art department, succeeding **Gene Davis,** resigned to become art director of *Good Housekeeping* magazine. **Caesar Ferri,** LaRoche art department, appointed department manager.

Ronald C. Bradley, vice president and account supervisor, Doherty, Clifford, Steers & Shenfield, to Ted Bates & Co. as vice president and account executive on Colgate-Palmolive Co.

J. D. Hungerford, James H. Cobb and **William G. Whitney** elected assistant vice presidents of American Airlines, N. Y.

Robert E. Clark, formerly assistant director of advertising, Norge Div. of Borg-Warner Corp., Chicago, to Fuller & Smith & Ross Inc., Chicago, as account executive.

Margie Thomas, Doremus & Co., N. Y., appointed assistant time buyer in radio-television division.

Sherman B. Shiller, former manager of creative research, Lennen & Newell, N. Y., to Franklin Bruck Adv., N. Y., as marketing and research director.

Ruth Gardner, advertising director, Harry P. Leu Inc., Orlando, Fla., industrial distributor, named to succeed **Helen A. Holby** as director of club services, Advertising Federation of America, N. Y. Miss Holby is retiring June 30 after 38 years of service.

Julie Norris, Needham, Louis & Brorby Inc., Chicago, promoted to film program buyer.

Sanford Semel, producer-director of WCPO-TV Cincinnati since 1953 and previously tv production assistant with Harry B. Cohen Adv., N. Y., named tv producer-director for Mogul Co., N. Y.

Algrid Pearson, formerly in merchandising and sales promotion department of Sears, Roebuck & Co., appointed assistant copy chief at Waldie & Briggs Inc., Chicago.

George Johnson, R. L. Polk & Co., Detroit agency, to Warner & Todd, St. Louis, on creative staff and agency plan board.

Walter S. Burr, producer at Chicago Film Studio, to Leo Burnett Co., same city, as tv film producer.

Thomas F. Brennan, copy chief, Maxon Inc., N. Y., to Geyer Adv., N. Y., as copy group head.

Jane Marcher, formerly head of advertising and publicity, B. Blanc & Co. Dept. Store, L. A., appointed fashion coordinator at North Adv. Inc., Chicago.

Richard Ermoian, formerly with Henri, Hurst & McDonald Inc., Chicago, to creative staff of Campbell-Mithun Inc., that city.

Iris Litt, copywriter and former staff writer for women's magazines, to Lawrence C. Gumbinner Adv., N. Y., in copy department.

Sy Lieberman, formerly study director, U. of Michigan's Survey Research Center, to Kenyon & Eckhardt, N. Y., in research department.

Arnold Copeland, formerly owner of his own art studio, to Kudner Agency, N. Y., as art director for sales promotion.

Mrs. Jean Brown, copy supervisor, The Biow Co., N. Y., to Lennen & Newell, N. Y., in similar capacity.

PLAYBACK

QUOTES WORTH REPEATING

RADIO VS. NEWSPAPERS

Mayor Paul Goebel of Grand Rapids, Mich., addressing Michigan Assn. of Radio & Tv Broadcasters:

NEWSPAPERS do the best they can to inform people on the issues. But people will take the time to listen [to radio] where, it seems, they will not take the time to read newspaper accounts.

THE FIRESIDE CHAT

At last week's presidential news conference, President Eisenhower was asked whether he had considered reviving the "fireside chat" initiated by President Roosevelt. New York Times *correspondent James Reston commented in that paper:*

AT NO TIME since the end of the last war has there been a greater need than now for a presidential explanation of the background of the terrible dilemmas facing the people and their government . . .

President Eisenhower has tried to deal with [major questions] from time to time in the press conference, but it is so sensitive and dangerous . . . that the element of risk in extemporaneous questions and answers is almost too great . . .

The carefully prepared, informal report to the people by tv and radio, however, raises no such dangers. It can be controlled and directed to the mood of the time, and could add materially to the people's understanding and knowledge.

WHILE GETTING'S GOOD

Bruce Eels, western division vice president of Television Programs of America, warning that local advertisers are freezing themselves out of television advertising but still can win their share of limited availabilities if they act now, last week told the Hollywood Advertising Club:

TV is to advertising what the atomic bomb is to modern warfare . . . no advertising medium has ever meant so much in terms of actual business survival.

You can't add another hour in tv like you can add another page in the print media. If television continues on its present path there will be virtually no time franchises left for local advertisers to buy. Local advertisers will block themselves out of the one greatest selling medium now available, one which will be even more powerful and more indispensable to survival as color tv makes its slow but inevitable progress.

BOUQUET & BRICKBAT

A. J. Goetz, advertising manager of American Safety Razor Co., before Pennsylvania Assn. of Broadcasters:

MY COMPANY believes in radio. What's more, we believe in radio to reach and sell men. And we back our belief with dollars. I guess that in the past several years we have spent as much money in radio as in any other medium. In fact, for some of our fine products we have spent more in radio than in any other medium.

Why? Well, certainly not because you folks have sold us. As a matter of fact, you don't even call on us. Have you sold our agencies? Well, perhaps. But, of all the agency men I know, only one is filled with missionary zeal—and he happens to be an ex-salesman for a radio station. Does your main advertising pre-dispose us to buy? Hardly. Most of it hits the circular file almost immediately on arrival. Have you done a superior merchandising job? Not to my knowledge. Why then do we continue to invest big dollars in radio? I think it's because some of us haven't yet lost sight of radio's ability to produce mass audience at low cost. But the fact that we haven't is scarcely any credit to you folks.

PICKING ONE'S COMPANY

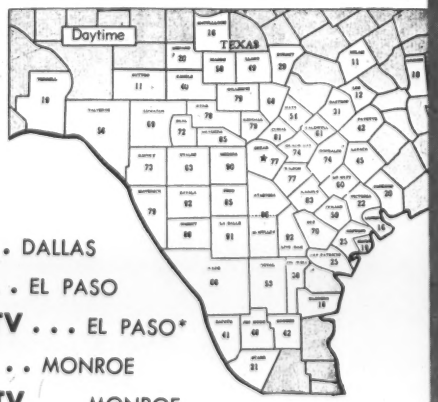
R. M. Budd, advertising director, Campbell Soup Co., before Pennsylvania Assn. of Broadcasters:

IN the selection of broadcast media, the advertiser obviously faces the responsibility for editorial choice—the program material designed to win an audience. With the magazines, the editors handle it for him. He buys (or does not buy) an editorial "association" for his advertising. With the warm intimacy of the radio or television set, and the assumption of editorial responsibility by the advertiser, he must come to some very clean-cut conclusions as to the type of editorial matter he wants associated with his company and with its advertising. No man can truly advise on this—each must decide what is or is not for the company he represents.

An unveiling in San Antonio . . .

KTSA

Like our provocative San Antonio beauty on your right, they're taking a new look at KTSA . . . Watch the San Antonio ratings because NOEMAC music and news began on KTSA Monday, May 21 . . . and KTSA blankets all South Texas with 5,000 watts, non-directional daytime on 550 kilocycles and a fine, broad pattern at night . . . *Watch the ratings in San Antonio!*



KLIF . . . DALLAS
KELP . . . EL PASO
KOKE-TV . . . EL PASO*
KNOE . . . MONROE
KNOE-TV . . . MONROE
WRIT . . . MILWAUKEE
KTSA . . . SAN ANTONIO
WTAM . . . GREATER ATLANTA
WNOE . . . NEW ORLEANS

*In operation soon

Firm Takes Option On Republic Control

THE BEVERLY HILLS investment banking firm of Cantor, Fitzgerald & Co. has taken an option on 650,000 to 800,000 shares of Republic Pictures Corp. for 60 days, it was disclosed last week. This would give the firm a working control of the major movie studio and its television subsidiary, Hollywood Television Services Inc. Total stock outstanding in Republic is two million shares.

There has been considerable speculation as to whether Cantor, Fitzgerald & Co. will use the stock option for its own investment or for outside interests. Reports have included the names of Hans Dittisheim, Wall Street financier, Hecht-Lancaster Co. and Howard Hughes, but the investment firm refuses to disclose the details. President B. Gerald Cantor is in the East on other business.

Purchase price of the Republic stock will be $12.50. The stock has been selling on the market at about $8.75.

Cantor, Fitzgerald proposes to purchase the stock of Republic President Herbert J. Yates and his associates. Mr. Yates and Earl R. Collins, Hollywood Tv Service president, were in New York last week, reportedly on this matter. One spokesman for Cantor, Fitzgerald was optimistic that the option would be exercised and said that if the deal goes through, the studio's theatrical films and tv production would be expanded. He denied speculation that Republic would be transformed into an all-television lot.

TPA Sets Up New Division; Walt Plant to Be in Charge

CREATION OF a sixth sales division for Television Programs of America to cover the central area of the U. S. is being announced today (Monday) by Michael M. Sillerman, executive-vice president who has named Walt Plant to manage the new unit.

MR. PLANT

The newly-established central division, Mr. Sillerman stressed, will not affect the midwestern division, which continues under the direction of Leon Bernard, who is responsible for TPA sales in Pennsylvania, Western New York and Ohio. Mr. Plant will supervise activities of the central division, covering Kentucky, Kansas, Indiana, Michigan and Illinois, except for Chicago. TPA maintains a separate Chicago division, of which W. R. (Pat) O'Brien is manager.

Other TPA divisions and their managers are: New York City, William Fineshriber Jr. (vice president); western, Bruce Eels (vice president); eastern, Hardie Frieberg (vice president).

Mr. Plant is being promoted to his new post from TPA's eastern division, in which he has been an account executive. Mr. Sillerman said the new division will have a field force of about 10 men, adding that the names of several new account executives for the unit will be announced in conjunction with a TPA sales clinic scheduled to open on June 4. Mr. Plant and the central division staff will headquarter in the TPA Chicago office.

A Thorough Sale

NATIONAL TELEFILM ASSOC. promotional gambit at the recent NARTB convention apparently paid off in more ways than one. NTA reported last week that its exhibit, featuring a glittering electric theatre marquee, a box office and side lobby posters to promote its Selznick catalogue of feature films, has been sold to WREX-TV Rockford. Joseph Baisch, general manager of WREX-TV, purchased NTA's "TNT" package, including the Selznick films during the convention, and inquired about buying the exhibit. The transaction was completed after the convention, according to NTA, and the display is on its way to WREX-TV for use during the station's feature film presentations to introduce titles of the program and to announce coming attractions.

Kling Film Division, North American Merge

MERGER of Kling Film Enterprises west coast studio operation and North American Film Corp. under a new corporate organization, Kling California Inc., was announced last week by principals of the two companies.

Under the new setup, Edgar B. Yuhl and Robert W. Larsen, partners in North American, become president and executive vice president, respectively, of Kling California and Robert Eirinberg, Kling president, will serve as board chairman. Messrs. Yuhl and Larsen will be operating heads.

The merger does not affect Kling Film Enterprises Inc.'s Chicago operation, which Mr. Eirinberg will continue to head as president. KFE is a subsidiary of Kling Studios Inc., which becomes the parent company of Kling California.

Kling California will combine production commitments of Kling and North American for tv commercials, industrial films and production of three half-hour television films. Kling California will concentrate on production without relying on studio rentals to keep its plant working, it was explained, although space will be rented out to a "minimum" of tenant producers.

Formal operation of Kling California was launched Tuesday at the Kling lot (formerly the Charlie Chaplin studios) at Sunset and LaBrea Aves., Hollywood, with Messrs. Yuhl and Larsen transferring from North American headquarters at Sunset and Gardener.

Kling Enterprises Quintet Forms La Brea Productions

FIVE MEN, presently with Kling Enterprises, Hollywood, are moving Friday from that firm to form their own company, La Brea Productions Inc., to be located at 915 N. La Brea.

Gail Papineau, production head of Kling, becomes president of La Brea Productions. Those also leaving are James Baumeister, secretary-treasurer; Richard Lundy, art director and manager of animation; Henry J. Ludwin, producer-director of live action film commercials and films for industry, and Don Sheppard, creative director.

The company's facilities will include three sound stages, animation, cutting and editing rooms.

Pillsbury Pays $500,000 For 'Opry' in 119 Markets

IN A TRANSACTION involving an estimated $500,000 in gross sales, Pillsbury Mills Inc., Minneapolis, last week signed for the *Grand Ole Opry* tv film series in 119 markets throughout the country, starting in August. Agency for Pillsbury is Campbell-Mithun, Minneapolis.

Negotiations were completed by Arthur Lund, vice president of Campbell-Mithun, and Sy Weintraub, executive vice president, and Charles McGregor, Chicago manager of Flamingo Films, distributor of the series. The contract is a renewal of an existing agreement with the number of markets largely expanded, effective this summer. Pillsbury currently sponsors *Opry* in 30 markets. With the Pillsbury purchase, *Opry* will begin the fall season with a minimum of 200 markets, according to Mr. Weintraub.

The series is co-produced by Flamingo Films and WSM Inc., Nashville. A new cycle of 26 half-hour films for *Opry* currently is being produced on location in Nashville under the supervision of producer-director Al Gannaway.

FILM SALES

Television Programs of America, N. Y., reports sales in Australia of *Susie, Ramar of the Jungle* and *Fury* series to Amalgamated Television Service of Sydney and General Television Corp. of Melbourne, and *The Count of Monte Cristo* to Television Corp., Sydney.

Ziv Television Programs, International Div., N. Y., has sold package of 100 episodes of *Yesterday's Newsreel* dubbed in French, to government-owned, Radiodiffusion-Television Francaise and to Radio Tele-Monaco and Tele-Luxembourg, commercial outlets.

Sterling Television Co., N. Y., has sold *Movie Museum* to Tampa Hardware Co. and Herbert Construction Co. for showing on WTVT (TV) Tampa, Fla., WOR-TV New York and WKRC-TV Cincinnati.

CBS-TV Film Sales, N. Y., reports sale of CBS Newsfilm five-day-a-week news service to KOOL-TV Phoenix, Ariz., WBTV (TV) Charlotte, N. C., WBTW (TV) Florence, S. C., and Radio Belgrano, Buenos Aires.

Guild Films, N. Y., reports 10-market sale of *The Frankie Laine Show* to WTOC-TV Savannah, Ga., KAVE-TV Carlsbad, N. M., WBRZ (TV) Baton Rouge, La., KSWS-TV Roswell, N. M.; KWJG-TV Fort Wayne, Ind., KOOK-TV Billings, Mont., WSTV-TV Steubenville, Ohio, CBLT-TV Toronto, CMBF-TV Havana and KTTS-TV Springfield, Mo.

FILM PEOPLE

Robert Kirsten, N. Y. manager of Walt Disney *Mickey Mouse Newsreel,* named director of operations and promotion for Sterling-Movies U. S. A., N. Y., division of Sterling Tv Co. devoted to distribution of industrial and public service films.

Lee Stone, account executive, Schram Adv., Chicago, appointed account executive in Chicago office of CBS-TV Film Sales.

Bill Bryan, former producer of his own program on various L. A. radio stations, named account executive of Song Ad Film-Radio Productions, Hollywood.

George Dunning, head of his own animated film studio in Canada, to film animation staff of UPA, N. Y.

A New Service By Old Hands

Our company has never sought work in the Appraisal field, primarily because our first interests have been to serve buyers and sellers of radio and television properties.

There now seems to be a growing need for such work by station owners, their banks or attorneys, regardless of whether a sale is contemplated.

We have often made evaluations on request, and are prepared to qualify in Federal and State courts as to expert testimony.

Our organization has been expanded to handle Appraisals on a highly confidential basis. The charge for this service will be most reasonable.

ALLEN KANDER
and Company
Negotiator
For the Purchase and Sale
of Radio and Television Properties

60 EAST 42 STREET, NEW YORK . . . . . MURRAY HILL 7-4242

1701 K STREET, N.W., WASHINGTON . . . . . NATIONAL 8-3233

35 EAST WACKER DRIVE, CHICAGO . . . . . RANDOLPH 6-3688

HERE IT IS!
Philco
PHILCO
PHILCO

Low-Power TV Broadcast Transmitter

THE perfect answer to the recent FCC ruling which permits low-power operation of TV broadcast stations. This tested and proved Philco transmitter incorporates advanced design circuitry. A crystal controlled exciter feeds picture and sound outputs to a 20-watt linear amplifier which, in turn, drives a final power amplifier . . . *150 watts peak output visual and 75 watts aural!*

Complete Low-Cost TV Station "Package"

This new transmitter is the "heart" of Philco's compact, economical TV station package . . . including film and live pickup cameras, switching and monitoring facilities. And . . . Philco also offers an *entirely new Microwave* for relaying programs from remote sources ! Write Dept. BT for complete information.

- ★ **Exciter utilizes conventional receiving tubes.**
- ★ **150 watts visual . . . 75 watts aural.**
- ★ **Compact . . . occupies minimum floor space.**
- ★ **Economical to operate.**
- ★ **Available for VHF and UHF channels.**

PHILCO CORPORATION

Government and Industrial Division

Philadelphia 44, Pennsylvania

In Canada: Philco Corporation of Canada Ltd., Don Mills, Ontario • In Europe: Philco Corporation, Paris, France.

TvB SPOTLIGHTS GAINS BY TELEVISION

Presentation in New York before 1,300 advertiser and agency people shows that television now gets 56% of Carnation budget with appropriation split 60-40 between network and spot.

A "TYPICAL" leading advertiser today puts approximately 56% of its four-major-media advertising budget into television—more than into the three other major media combined—and splits its tv appropriation about 60-40 between network and spot.

Those are the allocations of the Carnation Co. as cited last week by Television Bureau of Advertising in an overall television presentation to some 1,300 agency and advertiser people, described by TvB as the largest group of advertiser and agency executives ever assembled for a single presentation.

"We say that Carnation is a typical advertiser," TvB President Oliver Treyz told the audience that crowded into the Grand Ballroom of New York's Waldorf-Astoria Hotel for the showing, "only because its four media allocations approximate a composite of all leading national advertisers and also because Carnation's television budget between spot and network is close to that of all tv advertisers."

Using figures supplied by the Carnation Co., he traced the company's four major media allocations since "pre-television" days as follows (the percentages relate to each medium's share of the amount allocated to the four major media, not to the company's total budget for all advertising):

"In 1946, Carnation invested 61% of its budget in radio, 18% in magazines and 21% in newspapers. These data are from company records and reflect actual expenditures, media and production costs included.

"While television was not a factor in 1946, it accounted for 28% in 1951, forging ahead of newspapers and magazines, but not both of them combined.

"This year—1956—Carnation will invest 9% in radio, 18% in magazines, 17% in newspapers—and in television, 56%, or more than the three other major media combined."

Of the expenditures in tv, Carnation will place 60% in network and 40% in spot.

Mr. Treyz also cited news accounts of a Procter & Gamble stockholders meeting which quoted P&G Chairman Richard Deupree as saying last month that his company will increase its use of all types of advertising this year, with particular emphasis on television.

"Here, indeed," Mr. Treyz said, "is a meaningful endorsement of television from its leading advertiser, the advertiser most experienced in its use, which in the six months ending March 1956 invested $28,912,000 in television advertising for station facilities alone—program and production costs not included. P&G's growing use of television is typical of the vast majority of the leading advertisers."

The Carnation and P&G plans were only a part of the TvB presentation, which in large measure incorporated and brought up to date information that TvB had outlined at its session in Chicago during the NARTB convention and at the Pennsylvania Broadcasters Assn. meeting at Pocono Manor [B•T, April 23, et seq.].

Norman E. (Pete) Cash, TvB vice president, presided over the session. Donald H. McGannon, president of Westinghouse Broadcasting Co., introduced the presentation, which was conducted by Mr. Treyz with the assistance of TvB operations director Gene Accas.

Many Requests

Mr. Treyz said later that TvB had received a large number of agency requests for special repeat showings for the benefit of specific clients and that the response from both agencies and advertisers was such as to demonstrate "that we're on the right track."

Similar showings are also planned for Los Angeles and San Francisco in early July, and a new presentation is slated in Chicago in October.

Last week's presentation traced the rise of tv billings to the point where television wrested first place in national advertising away from newspapers in 1955 ($785 million vs. $750 million). It also reiterated TvB's estimates that national advertisers spent 23% more in network and spot television in the first quarter of this year than they did in the same quarter of 1955, as compared to a gain of 8% reported for newspapers.

The findings of TvB's special tv-vs.-newspapers study in Chicago (in which respondent homes were found to spend nine hours 51 minutes a day with tv as against one hour 41 minutes a day with newspapers); Nielsen figures showing average audience gains in the past year (17 to 23% per program in the case of network shows), and highlights of TvB's new quarterly reports on television spot expenditures also were spelled out.

Introducing the presentation, WBC's President McGannon described television as "a new dimension in creativity." He said he was "not quite sure" whether TvB "was formed for the benefit of broadcasters or for the benefit of advertisers—although its efforts today would indicate that the advertiser himself receives a substantial measure of benefit from the bureau." Mr. McGannon spoke in the place of TvB Chairman W. D. (Dub) Rogers, KDUB-TV Lubbock, Tex., who was unable to attend.

Let's Face The Facts!
MEMO from HARRY BURKE
General Manager, KFAB
There is a copy of "Farm Facts and Folding Money" reserved for you. Get this informative brochure which proves that KFAB is Nebraska's top farm station.
Facts on the station, mail and survey maps, along with plenty of success stories, are included.
This is your invitation to get the complete story on how KFAB's Farm Service Department, headed by Bill Macdonald and Lloyd Oliver, is geared to do the most complete farm service job in the area. I'll be glad to send you a copy of "Farm Facts and Folding Money"...or, any Peters, Griffin, Woodward man will see that you get a copy.
NEBRASKA'S PER FARM AVERAGE INCOME $9,730 — 57% ABOVE U.S. AVERAGE
BIG MIKE
SO. DAK.
MINN.
IOWA
NEBRASKA
COLO.
KANSAS
50,000 WATTS
THE MIDWEST-EMPIRE STATION
KFAB
OMAHA NBC RADIO

RTNDA ATTACKS 'TIME' FOR ANTI-TV ARTICLE

Magazine story chastises tv newsmen and their practices, charges them with asking 'vapid,' 'often planted' questions of people in news. Terms their manners as being 'haughty.'

TIME magazine was taken to task by the Radio-Television News Directors Assn. last week for a "news story," headlined "The Evil Eye," which blistered "an interloping Johnny-come-lately—the tv newsman with his heavy equipment, hot lights, and haughty ways."

"It seems inconceivable," RTNDA President Harold Baker of WSM Nashville, Tenn., wrote to *Time* Managing Editor Roy Alexander, "that a publication of such stature would degrade itself with an unbalanced and totally misleading editorial in the guise of news."

The *Time* article, running more than a column in the May 21 issue, said tv newsmen and cameras "win priority almost everywhere"; that politicians prefer "separate conferences on tv, which affords them not only direct contact with the voter but tame, often planted, questions"; that other newsmen are pushed around by tv men, and that—quoting *New York Times* Midwest correspondent Richard Johnston—tv turns a news conference from "an attempt to get at the real news into staged nonsense."

"Apart from crowding, heat and noise," the *Time* article said, "experienced newsmen bristle at tv's vapid questions, often designed only to get a commentator into the act. . . . When the skilled questioning by a reporter brings a reply that makes news, tv gets the benefit; the news can be telecast long before the reporter can get his story into the paper."

In his letter to Mr. Alexander, RTNDA President Baker said:

"In view of the article, it may be a surprise to you that television reporters are the first to admit that there are shortcomings and inconveniences in their methods of news coverage. Tremendous strides have been made toward overcoming those and, with other technical advances in the near future, we feel certain that pencil and paper news-gatherers will find little cause to grumble about tv obtrusiveness.

"But this still has not answered your blanket condemnation of television reporters themselves. We admit that, in our field, just as in newspapering, we have reporters who are discourteous and who may sometimes ask ridiculous questions. These are not monopolies of either medium. Happily, though, they are in the minority among both television and newspaper reporters.

"As *Time* points out, many television reporters are former newspapermen and, as such, they most certainly must retain the objectivity and skill that they had when their efforts were pointed toward the printed word. There are other very good reporters in tv who did not serve an apprenticeship in the newspaper field. Of course, it is unnecessary to point out that, through innuendo and selected gripes of disgruntled persons, you have done a disservice to those capable tv newsmen and to your readers.

"For a long time, our industry has been working with newspapers, press photographers, and others in the field of freedom of information and toward solution of mutual problems. It would indeed be unfortunate if, through vicious attacks by one against the other, the growing understanding and cooperation would be destroyed. It would be a tremendous blow to freedom of the press, which—it must be recognized—includes radio and television."

Time's parent, Time Inc., is itself a telecaster, owning KLZ-AM-TV Denver outright, 80% of KTVT (TV) and KDYL Salt Lake City, and 50% of KOB-AM-TV Albuquerque.

RAB Committee Adds Five Prior to Promotion Meeting

APPOINTMENT of five new members to Radio Advertising Bureau's plans committee was announced last week in advance of the committee's meeting Friday in New York with RAB President Kevin Sweeney and Vice President-General Manager John F. Hardesty. The meeting was held to discuss sales and promotion activtities to be launched July 1.

The five new members include Henry B. Clay, KWKH Shreveport, La.; Victor C. Diehm, Vic Diehm Assoc. stations; Robert F. Jones Jr., WFBR Baltimore; Lewis H. Avery, Avery-Knodel, station representative, and Adam Young, Adam Young Inc., also a representative firm. Messrs. Young and Avery replace Eugene Katz, The Katz Agency, and Robert D. C. Meeker, Robert Meeker Assoc., who served their two year terms as station representative members on the committee, which is composed of station, network and representative executives.

Other committee members who were to attend the meeting, in addition to Donald W. Thornburgh, WCAU Philadelphia, the unit's chairman, were Jules Dundes, CBS, New York; Robert Hitchens, NBC, New York; Alex Keese, WFAA Dallas; Winslow Leighton, WSNY Schenectady, N. Y.; Robert J. McAndrews, KBIG Los Angeles; William McGuineas, WGN Chicago; Richard Puff, MBS, New York; Don Searle, Farm and Home Radio, Denver; Dean Shaffner, ABC, New York; F. C. Sowell, WLAC Nashville; Ben Strouse, WWDC Washington; Owen F. Uridge, WQAM Miami, and Walter Wagstaff, KIDO Boise, Idaho.

Code Violations To Be Topic Of NARTB D.C. Session

VIOLATION of NARTB Tv Code recommendations by specific code subscribers will be a main topic on the agenda of the Television Code Review Board during its meeting at NARTB headquarters in Washington June 5-6, G. Richard Shafto, WIS-TV Columbia, S. C., said last week.

Mr. Shafto said the Tv Code affairs staff has contacted the offending stations and asked them for information on their current advertising policies along with any planned revisions of policy which would eliminate code violations. "These responses will be studied, together with other pertinent exhibits, at the meeting," Mr. Shafto said.

Possible affiliation of tv film producers and distributors with the Tv Code also will be reviewed by the Tv Code board. This plan would allow film producers and distributors to subscribe to the code on an associate basis, whereas, the code currently is restricted to operating tv stations and networks, according to Mr. Shafto.

Amendments to the code, relating to advertising sections or clarification and strengthening of the document's present language, will be considered.

NARTB COMPLETES FOUR COMMITTEES

NARTB last week announced four newly-constituted NARTB Board committees. The committees and members for the ensuing year:

Television Finance: William Fay, WHAM-TV Rochester, N. Y., chairman; Campbell Arnoux, WTAR-TV Norfolk, Va.; John E. Fetzer, WKZO-TV Kalamazoo, Mich.; C. Howard Lane, KOIN-TV Portland, Ore., and Ward L. Quaal, WLWT (TV) Cincinnati.

General Fund Finance: William D. Pabst, KFRC, San Francisco, chairman; Mr. Arnoux; Mr. Fay; Mr. Fetzer; F. E. Fitzsimonds, KFYR Bismarck, N. D.; Robert B. Hanna, WGY Schenectady, N. Y.; Alex Keese, WFAA Dallas; Herbert L. Krueger, WTAG Worcester, Mass., and John M. Outler, WSB Atlanta.

By Laws: Mr. Quaal; chairman; Joseph E. Baudino, Westinghouse Broadcasting Co.; George H. Clinton, WPAR Parkersburg, W. Va.; Payson Hall, Meredith Publishing Co., Des Moines; Robert L. Pratt, KGGF Coffeyville, Kan., and Robert O. Reynolds, KMPC Los Angeles.

Membership: Kenneth L. Carter, WAAM (TV) Baltimore, and J. Frank Jarman, WDNC Durham, N. C., co-chairmen; Mr. Baudino; William Holm, WLPO LaSalle, Ill.; F. Ernest Lackey, WHOP Hopkinsville, Ky.; Robert T. Mason, WMRN Marion, Ohio; James H. Moore, WSLS Roanoke, Va.; W. D. Rogers, KDUB-TV Lubbock, Tex.; Ben Sanders, KICD Spencer, Iowa, and Harold P. See, KRON-TV San Francisco.

Nebraska Broadcasters Assn. Names Chapin New President

RICHARD W. CHAPIN, general manager of KFOR Lincoln, is the new president of the Nebraska Broadcasters Assn. He was elected at the 22d annual meeting of the association a fortnight ago in Omaha.

Other new officers are David W. Young, general manager of KSID Sidney, named vice president, and Gordon C. (Bud) Pentz, general manager of KWBE Beatrice, secretary-treasurer.

Directors are Gene Ackerley, KCOW Alliance, retiring president of the association; Ken Titus, KMMJ Grand Island; John Mitchell, KGFW Kearney; A. James Ebel, KOLN-TV Lincoln; Bill MacDonald, KFAB Omaha, and Frank Fogarty, WOW-AM-TV Omaha.

Hollywood Adv. Club Elects

THE Hollywood Advertising Club last week elected the following to its board of directors: James T. Aubrey Jr., general manager of KNXT (TV) Los Angeles; Jack F. Brembeck, promotion manager, KABC-TV Los Angeles; Robert Sande, president, Song Ad Film-Radio Productions; George Allen, business manager, Hollywood office of Guild, Bascom & Bonfigli; Vic Rowland, Capitol Records Inc., and Jerry Cahill, Hollywood Mat Service.

Schwartz Heads Calif. AP

THE California Associated Press Tv & Radio Assn., meeting May 19 in San Francisco, elected Barney Schwartz, KPRL Paso Robles, state chairman. He succeeds Ray Wilson, KFMB-TV San Diego news director. Sam Zelman, KNXT (TV) Los Angeles, was named vice chairman. Certificates of merit also were presented to 52 stations during the meeting (see story, page 100).

Fm Broadcasters Group Now Formally Organized

FORMATION of Fm Broadcasters—a national organization to preserve "the band of frequencies assigned to fm broadcasting by the FCC"—was announced last week (Monday) by a five-man organizing committee.

Incorporation of the fm protective group followed a resolution, calling for the new organization, adopted at the fm sessions during NARTB's Chicago convention. Independent of NARTB, it will represent the fm industry in protecting fm interests before the FCC or Congress. Fm Broadcasters began with a nucleus of 40 fm station operators after the resolution.

The organizing committee: Merrill Lindsay, WSOY Decatur, Ill.; Calvin J. Smith, KFAC Los Angeles; Ben Strouse, WWDC Washington; E. A. Wheeler, WEAW Evanston, Ill.; Gardiner G. Greene, Browning Labs Inc., Winchester, Mass.

The committee pointed out that fm's biggest single problem is the threat that part of the fm band may be taken for other uses, noting certain tv groups have suggested in the FCC's current reallocations proceedings that part of the fm band be assigned to vhf tv.

Temporary address of the new group: 8800 Brookville Rd., Silver Spring, Md., telephone Tuckerman 2-7600. General counsel, Leonard H. Marks, Cohn & Marks, Washington law firm.

First in Kentucky—

"The Blue-Chip Buy in the Bluegrass State"

Romance and glamor aside, there's one Kentucky institution you can't afford to miss. It's WAVE-TV, *first by far,* in Kentucky and Southern Indiana television.

First In CHANNEL — Brilliant Channel 3!

First In COVERAGE — Effectively serves 173,000 more TV families than Louisville's second station!

First In PROGRAMMING — The best from NBC and ABC, plus topnotch local shows!

First In ADVERTISING — Carries more local and national advertising, year in and year out, than Louisville's other TV station!

First ON THE AIR — More and better experience, by more than a year!

WAVE-TV

CHANNEL 3 LOUISVILLE

FIRST IN KENTUCKY

Affiliated with NBC & ABC

NBC SPOT SALES

Exclusive National Representatives

NARTB Radio, Tv Boards To Elect Heads June 20-22

CHAIRMEN and vice chairmen of NARTB's Radio and Television Boards will be elected at the semiannual meeting of the association's Board of Directors at Washington's Mayflower Hotel June 20-22, NARTB said last week.

The Tv Board will meet Wednesday (June 20), the Radio Board Thursday (June 21) and the full Board Friday (June 22).

Three NARTB Board committees also will meet—the Tv Finance Committee and the General Fund Finance Committee will meet Tuesday afternoon (June 19) and the Bylaws Committee June 20. Also on Tuesday a morning indoctrination session will be held for newly-elected members of both boards.

BMI Vice President Burton Re-elected RTES President

ROBERT J. BURTON, BMI vice president, was re-elected president of the Radio & Television Executives Society, New York, last week. Other officers elected: Merle S. Jones, CBS-TV executive vice president, first vice president; Robert Leder, vice president and general manager, WOR New York; second vice president; Claude Barrere, BMI's eastern director for tv, secretary, and Bernard Goodwin, president of DuMont Broadcasting Corp., treasurer.

Elected for two-year terms to RTES' board: Kenneth Bilby, NBC vice president-public relations; Maggi Eaton, sales account executive, Radio Reports Inc.; Norman Glenn, president-publisher, Sponsor Publications Inc.; Geraldine Zorbaugh, ABC vice president and special assistant to president, and Norman Gluck, vice president, United World Films. Continuing on the board for another year: Don McClure, director of film, International Latex Corp.; Frank Pellegrin, vice president-secretary, H-R Representatives; Roger Pryor, vice president in charge of radio and tv, Foote, Cone & Belding, and Sam Slate, WCBS New York program director.

Advertising Has No Plateau, Rogers Tells Waco Meeting

SPEAKING before the Waco (Tex.) Advertising Club last week, W. D. (Dub) Rogers, president of KDUB-AM-TV Lubbock, Tex., defined advertising as "a positive antidote to despair, the one ingredient of our economy which acknowledges no plateau."

He called upon all who create, sell or use advertising to resurvey constantly the position which this profession bears to the prosperity of the nation. To illustrate the positive power of advertising, Mr. Rogers recalled that even the most useful inventions sold very slowly before the era of modern advertising.

Auto Audience After 9 A.M. Most Ready to Buy—Boorom

INCREASED value to an advertiser of making an advertising impression on the radio automobile audience between 9 a.m. and 5 p.m. was stressed last week by Warren J. Boorom, Radio Advertising Bureau promotion manager, in a talk before the Advertising Club of The Mohawk Valley in Utica, N. Y.

Mr. Boorom contended that an impression made between 9 a.m. and 4 p.m. is worth "five impressions during the 7-9 a.m. period," explaining that the on-the-way to work automobile audience drops out of the potential customer class for hours, while motorists on the road during the day are in a position to make a buying decision and act on it.

Eyes and Ears of a GOOD CITIZEN

You don't *declare* yourself a good citizen. That distinction is something you earn—through faithful service to your community's needs and aspirations.

Ask our fellow citizens in Dayton! WHIO-TV has become the recognized forum for Dayton's civic efforts. Dayton turns first to WHIO-TV for programs in the public interest—just as Dayton's civic leaders come to us first for airtime in support of their most important causes.

This identification with civic causes has won WHIO-TV a unique place in the hearts of a great community. It has established, throughout our broadcast period, a listening preference and an audience loyalty which we make every effort to continue to deserve. WHIO-TV is represented nationally by the George P. Hollingbery Co.

WHIO-TV

supports these and other worthy organizations

Air National Guard
Armed Forces enlistment
U. S. Savings Bonds
Red Cross
Civil Defense
Community Chest
Social Security
Montgomery Co. Ministerial Ass'n.
Dayton Council on World Affairs
U. S. Air Force
Goodwill Industries
Veteran's Administration
Salvation Army
Muscular Dystrophy
Fire Prevention
State Highway Department
Blood Drive
Navy Drive
Cancer Drive
Cerebral Palsy Campaign
Save-A-Life Campaign
YMCA
YWCA
Dayton Division of Health
Boy Scouts
Public School Activities
Marine Enlistment
Internal Revenue Department

WHIO-TV also schedules regular public service features such as the weather and market reports; and scheduled public services included regularly in participating programs throughout the day.

whio-tv
CBS

Channel 7 DAYTON, OHIO
ONE OF AMERICA'S GREAT AREA STATIONS

COURT UPHOLDS FCC OWNERSHIP RULE; COMMISSION OVERRULED IN FLINT CASE

Highest U. S. court sides with Commission's right to have numerical cutoff on multiple ownership. Appeals Court orders WJRT (TV) Flint, Mich., comparative hearing reopened and hears reargument of FCC grant of ch. 10 in Sacramento, Calif.

THE FCC won a major victory—and lost a significant battle—in last week's court decisions.

The Supreme Court upheld the Commission's right to establish a numerical cutoff on multiple ownership of stations.

The D. C. Circuit Court of Appeals reversed the Commission in the WJRT (TV) Flint, Mich., case, ordering that the Flint comparative hearing be reopened.

And, also before the appeals court, McClatchy Broadcasting Co. reargued the Commission's grant of ch. 10 Sacramento, Calif., to what is now KBET-TV there.

HIGH COURT RULES LOWER BODY ERRED IN STORER CASE RULING

THE right of the FCC to establish numerical limitations on broadcast station ownership by one person or company was upheld by the U. S. Supreme Court last week.

The high court ruled a lower court erred in deciding the Communications Act required that an applicant must be given a hearing before an application could be denied—even though the applicant owned the limit in tv stations.

In upholding the FCC's right to promulgate multiple ownership rules, the Supreme Court remanded, by a vote of seven to one, the Storer case to the Appeals Court in Washington. The majority opinion was written by Justice Stanley Reed. Justice John M. Harlan dissented in part, but concurred in the result. Justice Felix Frankfurter dissented.

The hearing requirement does not prohibit the FCC from establishing rules governing multiple ownership, Justice Reed wrote. The Commission may adopt a rule, and if an applicant thinks he can persuade the Commission the rule should be waived or amended, the FCC can then prescribe a hearing, he said.

The Supreme Court's decision is considered likely to spur congressional action on pending bills which would prohibit the FCC from adopting numerical limitations on ownership by single entities. There are four bills before Congress which would amend the Communications Act to proscribe numerical ownership but which would limit the number of stations to be owned by a single person or company to the number which would cover no more than 25% of the U. S. population.

These bills have been introduced by Sen. John W. Bricker (R-Ohio), senior Republican on the Senate Commerce Committee, and Reps. Joseph P. O'Hara (R-Minn.), Carl Hinshaw (R-Calif.) and John V. Beamer (R-Ind.). They are, respectively, S-3859 and HR-10,524, 10,733 and 10.756.

Sen. Bricker, in discussing this phase of his attack on tv networks, stated he thought it would aid in loosening the alleged domination [B•T, April 30].

Overlapping Regulation

In referring to the apparent conflict between the hearing section of the Communications Act and the multiple ownership rules, Justice Reed said:

". . . We cannot interpret Sec. 309 (b) as barring rules that declare a present intent to limit the number of stations consistent with a permissible 'concentration of control.' It is but a rule that announces the Commission's attitude on public protection against such concentration. The Communications Act must be read as a whole and with appreciation of the responsibilities of the body charged with its fair and efficient operation. The growing complexity of our economy induced the Congress to place regulation of businesses like communication in specialized agencies with broad powers. Courts are slow to interfere with their conclusions when reconcilable with statutory directions. We think the multiple ownership rules, as adopted, are reconcilable with the Communications Act as a whole. An applicant files his application with knowledge of the Commission's attitude toward concentration of control."

After referring to the Supreme Court's 1941 decision upholding the chain broadcasting regulations, which called attention to the necessity for flexibility in the FCC's Rules, Justice Reed went on:

"That flexibility is here under the present Sec. 309 (a) and (b) of the FCC's regulations . . . We read the act and regulations as providing a 'full hearing' for applicants who have reached the existing limit of stations, upon their presentation of an application conforming to Rules 1.72 and 1.81, that sets out adequate

THERE'S A FINE
"New Look"
on Milwaukee's Channel 12
Now! The Finest Lineup of Weekday Television Programs in the Market
Viewing tastes change. Smart stations change with them. Milwaukee audiences and advertisers have long demanded more and better daytime TV programs. WISN-TV has met the demand with the dynamic "New Look."
Here is daytime programming as fresh and full as the morning sun. Here is Milwaukee . . . the things it likes, the things it does, the things it wants to know. Here are local personalities, endeared for years to the community where they've worked. Here is television, 1956 brand, the way Milwaukee wants it. No interest has been overlooked, no taste neglected.
The results are not surprising. Viewer and advertiser emphatically confirm the wisdom of the menu. Mail is up, phone calls are up, ratings are up and sales are up. Yes, there's a bright "New Look" in Milwaukee television and more and more smart advertisers are fast becoming a part of it.
TOP PROGRAMS
TOP TOWER
1105 Feet
TOP POWER
316,000 Watts
John B. Soell
Director
WISN-TV
CHANNEL 12 MILWAUKEE
BASIC ABC AFFILIATE
Represented by
Edward Petry & Co., Inc.

The American Broadcasting Company

announces the appointment of

JOHN BLAIR
& COMPANY

as national representative for

WABC NEW YORK
KGO SAN FRANCISCO

EFFECTIVE JUNE 1, 1956

Since 1952, another ABC-owned radio station—WXYZ Detroit—has been represented by . . .

JOHN BLAIR & COMPANY

COMPARATIVE NETWORK A.M. SHOWSHEET

SUNDAY

	ABC	CBS	MBS	NBC
6:00 PM	First 5 Texaco Mon. Morning Headlines	Wrigley News	TWA Walter Winchell	Monitor
6:15	Paul Harvey News	Wm. Wrigley TBA (191) R	Seeman Bros. Tomorrow's Front Page (6:15-6:25)	Meet the Press
6:30	It's Time	Liggett & Myers Gunsmoke	John Price News	
6:45	The Evening Comes		Mutual Benefit Bob Considine	
7:00	Weekend News	Jel-Sert Viceroy) Edgar Bergen Show (200)	Les Paul	
7:15	Show Time Review		General Tire Sports Time	
7:30	George Sokolsky		"By the People"	
7:45	It's Time			
8:00	Valentino		Pan American Panorama	
8:15	Henry Milo Travel Talk S			
8:30	Co-op America's Town Meeting	News	Hawaii Calls Lutheran Hour (Repeat)	Monitor *
8:45		Toni Our Miss Brooks (202)		
9:00	Overseas Assignment	P. Lorillard Two For The Money (203)	Lutheran Hour Report	
9:15	Lifetime Living S	News	Bill Hillman	
9:30	It's Time	Mitch Miller Show S	World Traveler	
9:45	Sammy Kaye		Manion Forum Dean Clarence Manion	
10:00	It's Time	Sports	Co-op Keep Healthy	
10:15	Erwin Canham	News	Wings of Healing	Billy Graham Evangel. Assoc. Hour of Decision (Split Network) and *Monitor *
10:30	Dick Hayes Sings	Face the Nation		
10:45	The Assemblies of God "Revival Time"	Church of the Air S	Bon Soir Paris	American Forum
11:00	Texaco News	News	Wings of Healing	Hour of Decision (Split Network) and * Monitor *
11:15 PM	Moods in Melody	Dance Orchestra		

MONDAY

	ABC	CBS	MBS	NBC
6:00 PM	No Service	Allan Jackson	Stand by With Bob & Ray	No Network Service
6:15		No Service		
6:30	Bill Stern	Dolco Batteries Lowell Thomas (198) R	Les Paul Sports Kraft News	Sun Oil & Co-op 3-Star Extra (34)
6:45	No Service	Kools (196) Amos 'n' Andy Music Hall	Co-op Fulton Lewis, Jr.	Alex Drier Man on the Go Co-op
7:00	CIO-AFofL Edw. P. Morgan	Philip Morris (194) Bing Crosby	Dinner Date	No Network Service
7:15	Co-op Quincy Howe	Am. Oil Ed. R. Murrow (82)	American Home Prod. Gabriel Heatter	Miles Labs. & (S) News of World 166
7:30	Mysteries	Jack Carson Show S	Les Paul Hora's Hollywood	One Man's Family *****
7:45			True Detective Mysteries (Participating)	Gen. Motors Henry J. Taylor
8:00	American Music Hall	Lipton & Toni (alt. wks.) Godfrey Talent Scouts (160) R	John Steele	Boston 'Pops' Orchestra
8:15	Firestone Voice of Firestone	Chevrolet News	Esso Reporter	
8:30		My Son Joep	Bob & Ray	Bell Telephone Telephone Hour (185) R
8:45	American Music Hall	Yours Truly Johnny Dollar	Behind the Iron Curtain	
9:00	ABC News	Capitol Cloakroom	Reporters' Roundup	
9:15	Best Bands of the Land	Eric Sevareid S	Esso Reporter	Contrsts In Music (Eastman School Orchestra)
9:30	News	Dance Orchestra	Jazz Roost	News-Frederick
9:45	Vandercook, CIO		Virgil Pinkley	Chet Huntley Net. Part.
10:00	The 3 Suns		Distinguished Artists Series	Music Program
10:15	News			
10:30	Martha Lou Harp		Mutual Reports The News	All Star Parade of Bands
10:45	Songs by Dini	CBS News	U N Radio Review	No Network Service
11:00	Sports Report S	Dance Orchestra		News of the World
11:15 PM				

TUESDAY

	ABC	CBS	MBS	NBC
6:00 PM	Not in Service	Allan Jackson	Stand by with Bob & Ray	No Network Service
6:15		No Service		
6:30	All State Bill Stern	Dolco Batteries Lowell Thomas (199)	Les Paul Sports Kraft News	Sun Oil & Co-op 3-Star Extra (34)
6:45	No Service	Carter (23) Amos 'n' Andy Music Hall (198)	Fulton Lewis Jr.	Alex Drier Man on the Go Co-op
7:00	CIO-AFofL Edw. P. Morgan	Philip Morris CBS Columbia Bing Crosby	Dinner Date	No Network Service
7:15	Co-op Quincy Howe	Ed. R. Murrow Co-op	Gabriel Heatter	Miles Labs. & (S) News of World *****
7:30	Mysteries	Jack Carson Show S	Coca-Cola Co. The Eddie Fisher Show (245)	One Man's Family ***
7:45			Treasury Agent (Participating)	RCA Network Participations Dragnet
8:00	American Music Hall	Suspense	Squad Room	Network & Local Participations "X Minus One"
8:15	News S			
8:30	American Music Hall	Chev. News (198)	Esso Reporter	B&W News
8:45	Admiral News	My Son Joep	Bob & Ray	(June 5) Politics & Primaries June 12, 19, 26)
9:00	American Music Hall	Yours Truly Johnny Dollar	Dateline Defense	
9:15	ABC News	Campaign '58	The Army Hour	Biographies In Sound
9:30	Best Bands of the Land	UN Report		
9:45	News	Eric Sevareid S	Esso Reporter	News-Frederick
10:00	Vandercook, CIO	Dance Orchestra	Jazz Roost	Chet Huntley Net. Part.
10:15	The 3 Suns		Virgil Pinkley	Music Program
10:30	News		Dance Time	Nightlife with Nordine
10:45	Take Thirty S	CBS News	Mutual Report The News	No Network Service
11:00	Singing with the Stars	Dance Orchestra	U N Radio Review	News of the World Morgan Beatty
11:15 PM	Sports Report S			

SUNDAY

	ABC	CBS	MBS	NBC
9:00 AM	ABC News	News S	Dr. Wyatt Wings of Healing (306)	World News Round-Up Co-op
9:15	Great Moments Great Composers	Music Room		Art of Living
9:30	It's Time	Church of the Air	Christian Ref. Church Back to God (268)	Voice of Prophecy Inc. Voice of Prophecy (Split) *Monitor
9:45	Prophecy, Inc. Voice of Prophecy (99)			
10:00	Texaco News	Chev. News (161)	Radio Bible Class (291)	National Radio Pulpit
10:15	Message of Israel S	E. Power Biggs S		
10:30	Texaco News	Invitation to Learning S	Voice of Prophecy (307)	Monitor * 8 a.m. Sun. Thru 12 Mid. Sun. (except as noted)
10:45	Negro College Choirs S			
11:00	It's Time	News	Dawn Bible Frank & Ernest (362)	
11:15	Marines In Review	Washington Week (Sustaining)	First Church How Christian Science Heals	
11:30	Texaco News	World Affairs	Northwestern U. Review S	
11:45	The Christian In Action S	Salt Lake City Tabernacle S		
12:00 N	No Net Service	Chevrolet News	As I See It Frank Kirkpatrick	
12:15 PM		Fabulous Dorseys S		
12:30	It's Time	Guy Lombardo Orchestra S	Bill Cunningham Co-op	The Eternal Light
12:45	Front & Center		First Church How Christian Science Heals	
1:00	Churches of Christ Herald of Truth (108)	F. W. Woolworth 1-2 p m Woolworth Hour (198)	Les Paul Front Page Exclusive	Monitor *
1:15			Merry Mailman	

MONDAY - FRIDAY

	ABC	CBS	MBS	NBC
9:00 AM	Breakfast Club (Participating)	Co-op News	Co-op Robt. Hurleigh	No Network Service
9:15		No Service	Easy Does It	
9:30	Sterling MWF My True Story Park & Tilford	Arthur Godfrey (Participating)	Cecil Brown	Weekday **
9:45	When A Girl Marries (165) (Participating)		Footnotes To Medical History	
10:00	Dean Pharmco. Whispering Streets (224) (Participating)		Guest Time	
10:15	Paging the News S		Kraft News	
10:30	Your Happy Holiday		Johnny Olsen Show	
10:45			Kraft News	
11:00	Presenting: Franchot Tone	Make Up Your Mind S	Story Time	
11:15	Presenting: Constance Bennett	Wrigley Howard Miller (144)	Queen for a Day Participating	
11:30	Valentino	Hazel Bishop Gen Foods (190) Wendy Warren	Kraft News	
11:45	Luncheon at Astor	Backstage Wife	A. Ladd's Modern Moods	
12:00 N	Sunshine Boys	Carter (185) Corn Prod. (74) Helen Trent	No Service	No Network Service
12:15 PM	How To Fix It	Our Gal Sunday S		
12:30	No Network Service	Corn Prod. Road of Life (81)	Co-op Cedric Foster	
12:45	Co-op Paul Harvey	P&G Oxydol Ma Perkins (138)	Mutual's Music Box	
1:00	Co-op Ted Malone			

SATURDAY

	ABC	CBS	MBS	NBC
9:00 AM	Co-op No School Today	Co-op News	No Network Service	* Monitor * 8 a.m. Sat. Through 12 Mid. Sat. (except as noted)
9:15		Farm News		
9:30	Table Products Inc.	St. Louis Melodies		
9:45		Garden Gate		
10:00	It's Time	Chev., A. Jackson	Kraft News	
10:15	Moppets and Melodies	D-Con (20)	Conference Call	
10:30		Galen Drake S	TBA	
10:45	ABC News*	Sleep-Eze (175)	Kraft News	
11:00	The Inner Circle	News	For Parents Only	
11:15	It's Time	Robt. Q. Lewis		
11:30	All-League Clubhouse S	Reslemon (198)	Musical Wheel of Chance	
11:45		Renuzit (200) Jel-Sert (203)		
12:00 N	ABC News	Tums (198)	Les Paul	
12:15 PM	World Tourist	Miler (197)	Kraft News	
12:30	101 Ranch Boys S	Chev., Jkns. (183)		Allis-Chalmers National Farm & Home Hour (Eastern Stations Only)
12:45		Romance S	Magic of Music	
1:00	American Farmer S	Liggett & Myers Gunsmoke (199)		Monitor *
1:15		Asphalt (200) Weather on Hwys		
1:30 PM	ABC News	Chev., Jkns. (185)	Teenagers USA	Allis-Chalmers Home Hour (Central Sta's)
1:45	Navy Hour S	City Hospital		
2:00				
2:15				
2:30				
2:45				
3:00				
3:15				
3:30				
3:45				
4:00				
4:15				
4:30				
4:45				
5:00				
5:15				
5:30				
5:45 PM				

THURSDAY

	ABC	CBS	MBS	NBC
6:00 PM	Not in Service	Allan Jackson	Stand by With Bob & Ray	No Network Service
6:15		No Service		
6:30	Bill Stern		Les Paul	Sun Oil & Co-op 3-Star Extra (34)
6:45	No Service	Dolce Batteries Lowell Thomas (199)	Sports	Alex Drier Man on the Go Co-op
7:00	CIO-AFofL Edw. P. Morgan	Kools, Carter Amos 'n' Andy Music Hall (198)	Kraft News	No Network Service
7:15	Co-op Quincy Howe		Fulton Lewis Jr.	Miles Labs. & (S) News of World (168)
7:30	Mysteries	Philip Morris Bing Crosby	Dinner Date	One Man's Family *****
7:45		Co-op Ed. R. Murrow	Gabriel Heatter	B & W Realemon Puritan Network Participations People Are Funny
8:00	American Music Hall	Jack Carson Show S	Coca-Cola Co. Eddie Fisher Show	
8:15	News S		Official Detective (Participating)	
8:30	American Music Hall	21st Precinct S	Crime Fighters	The Goon Show
8:45	Mayflower News	Chevrolet News	Esso Reporter	News-Don Parde
9:00	American Music Hall	My Son Joop	Bob & Ray	American Adventure
9:15	News S	Yours Truly Johnny Dollar	Dance Time	
9:30	Best Bands of the Land	Leading Question	Co-op State of the Nation	Conversation
9:45	ABC News		Esso Reporter	News-Frederick
10:00	Vandercook, CIO	Eric Sevareid S	Jazz Roost	Chet Huntley Not. Part.
10:15	The 3 Suns	Dance Orchestra	Virgil Pinkley	Carling Cons. Club
10:30	ABC News		Dance Time	Jane Pickens Show
10:45	Front & Center			
11:00	Singing with the Stars	CBS News	Mutual Reports The News	No Network Service
11:15 PM	Sports Report S	Dance Orchestra	U N Radio Review	News of the World Morgan Beatty

FRIDAY

	ABC	CBS	MBS	NBC
6:00 PM	Not in Service	Allan Jackson	Stand by With Bob & Ray	No Network Service
6:15		U.N. on the Record S		Richard Harkness Co-op
6:30	Bill Stern		Les Paul	No network Service
6:45	No Service	Dolce Batteries Lowell Thomas (199)	Sports	Sun Oil Co-op 3-Star Extra (34)
7:00	CIO-AFofL Edw. P. Morgan	Amos 'n' Andy Music Hall (198)	Kraft Five Star	Alex Drier Man on the Go Co-op
7:15	Co-op Quincy Howe		Fulton Lewis Jr.	No Network Service
7:30	Mysteries	Philip Morris CBS Col., Russell Bing Crosby	Dinner Date	Miles Labs & (S) News of World (168)
7:45		Am. Oil Ed. R. Murrow (82)	Amer. Home Gabriel Heatter	One Man's Family *****
8:00	American Music Hall	Jack Carson Show S	Les Paul	
8:15	News S		Hore's Hollywood	
8:30	American Music Hall	CBS-Radio Workshop	Counterspy (Participating)	National Radio Fan Club
8:45	Mayflower News	Chevrolet News	Esso Reporter	NBC Job Clinic
9:00	American Music Hall	My Son Joop	Bob & Ray	
9:15	News S	Yours Truly Johnny Dollar	American Travel Guide	National Radio Fan Club
9:30	Best Bands of the Land	So They Say	Disc Date	
9:45	News			News from NBC
10:00	Vandercook, CIO	Eric Sevareid S	Esso Reporter	Gillette Boxing
10:15	The 3 Suns	Dance Orchestra	Jazz Roost	
10:30	ABC News		Virgil Pinkley	Sports Digest
10:45	Indoors Unlimited		Dance Time	Bayuk & Sustaining Meet the Champs
11:00	Songs By Dini	CBS News	Mutual Reports The News	No Network Service
11:15 PM	Sports Report	Dance Orchestra	U N Radio Review	News of the World Morgan Beatty

SATURDAY

	ABC	CBS	MBS	NBC
6:00 PM	Weekend News	News	John T. Flynn	
6:15	Pan American Union	Saturday at the Chase	The Mariner's Album	
6:30	It's Time	Summer in St. Louis	Report from Washington	
6:45	Co-op Sports Afield With Bob Edge		Dinner Date	
7:00	Sports Kaleidoscope	News	Kraft, News	
7:15	At Ease	Juke Box Jury	Les Paul	
7:30	Casa Nora Morales		Pop The Question	
7:45	It's Your Business			
8:00	ABC News	Chevrolet News	Inspiration Please	Monitor *
8:15	Dancing Party S	Saturday Night Country Style	True or False	
8:30			Musical Caravan	
8:45		Sports		
9:00		Camels Rock 'n' Roll Party (113)	I Ask You	
9:15		Basin Street Jazz	Lombardoland U.S.A. S	R. J. Reynolds & Co-op Grand Ole Opry (93)
9:30		Sports		
9:45	Vandercook, CIO	News S		
10:00	The 3 Suns		Rondo Valley Barn Dance	
10:15				
10:30	Lawrence Welk Army Show	TBA		Monitor *
10:45				
11:00	Statler Orchestra	News	Hardy Burt Comments	
11:15 PM		Dance Orchestra	Dance Time	

SUNDAY

	CBS	MBS	NBC
6:00 PM		Lutheran Hour (479)	Monitor *
6:15			
6:30		Music from Britain	
6:45			
7:00			The Catholic Hour
7:15			
7:30			
7:45		Bandstand USA	
8:00			Monitor
8:15			
8:30			
8:45			
9:00			
9:15			
9:30			
9:45		Sports Final	

MONDAY - FRIDAY

	ABC	CBS	MBS	NBC
6:00 PM	Closed Circuit	Toni Carter Corn Prod. Dr. Malone	Luncheon with Lopez	No Network Service
6:15		P&G Duz Guiding Light (137)		
6:30	No Network Service	TuTh Mrs. Burton	Kraft News	
6:45		M* Brighter Day	Mutual Matinee	
7:00		Toni & Bristol-Myers Nora Drake (196)	(MTuTh) Military Band (W) Rich'd Hayes (F) Salute to the Nation	Weekday **
7:15	The Martin Block Show	Lever—MF (198) Aunt Jenny		
7:30		Houseparty† (183) R	Bandstand USA	
7:45				
8:00			(MTuWF) Bandstand USA (Th) Dick&Diane	
8:15	Manhattan Matinee	Chef Boy Ardee Galen Drake	Mutual Reports	P&G Right to Happiness
8:30				Sterling Drug Widder Brown ****
8:45	Treasury Bandstand	No Service	Mutual Matinee with Dan McCullough	Doctor's Wife
9:00				P&G Pepper Young's Family Miles Woman In My House
9:15	Musical Express	News		World of Nordine
9:30	Ebony & Ivory		Bob & Ray	Dr. Norman Vincent Peale
9:45	Gloria Parker	No Service		TBA
10:00	Wall St. Final (Harris, Upham)		Les Paul	
10:15			Gen. Sports Time	
10:30			Kraft News	

SATURDAY

	ABC	CBS	MBS	NBC
6:00 PM	It's Time	Man Around The House (S)	Teenagers USA	Monitor *
6:15	Shake the Maracas	Adventure in Science		
6:30	Texaco News	News S	Kraft News	
6:45		String Serenade	Fifth Army Band	
7:00	Texas Co. Metro. Opera	Dance Orchestra	Lucky Pierre	
7:15		News S		
7:30		Richard Hayes Army Show	Country Jamboree	
7:45				
8:00		Dance Orchestra	Sports Parade	
8:15		News S		
8:30	Pop Concert	Dance Orchestra		
8:45	The World Tourist			
9:00		Dance Orchestra	Co-op Stand-By Sports	
9:15		News S		
9:30	Dinner at the Green Room S	New Orleans Jazz	Kraft News	
9:45			Standby Sports	
10:00		Make Way for Youth		
10:15			Kraft News	
10:30			Les Paul	

May 28, 1956

Explanation: Listings in order: Sponsor, name of program, number of stations; R repeat; S sustaining; TBA to be announced. Time EDT.

ABC—

7:55-8 p.m., Les Griffith & The News. (332).

Weekend news sponsored by Texas Co. in each of four time zones, 13 times on Sat., 11 times on Sun.

It's Time, 5 min., unsponsored, 10 times on Sat., 8 times on Sun., U. S. Rubber.

CBS—

8:55-9 a.m. Sun. Gen. Fds.—Galen Drake (111)

11:30-11:35 a.m. Sun. Lou Cioffi—News (S)

† Houseparty.

3-3:15 p.m. MWF Lever—Th. Sunsweet. Tues. Campana.

3:15-3:30 p.m., Fri. Dole. Thurs. Kasco. Th. Gen. Motors — Allen Jackson.

Sat.—News 10:00-10:05 a.m.; 10:55-11.00 a.m.; 12 Noon-12:05 p.m. 126 Sta.

Doug Edwards—Pall Mall Wed. Th. Fri. 8:25-30 p.m.

* G. Drake Sleep-Eze—10:55-11 a.m., Sat.

Football Roundup, starts Sats., 2-6 p.m., beginning Sept. 17.

Amos 'n' Andy Music Hall

Brown & Williamson, M. F. S., Ted Bates

NBC—

* **Monitor**: Network & Local Participations: Warner-Lambert, Quaker State, RCA, Barbasol, Miller Brewing, Hazel Bishop, Bell Telephone

** **Voice of Prophecy** and **Hour of Decision** are broadcast at 9:30-10:00 a.m. and 10-10:30 p.m., respectively, in each area of the country in terms of local time.

Monitor feeds the remainder of the network during these periods.

*** **Weekday**: Net and Local Participations American Molasses, Warner-Lambert, Miles Lab. Bell Telephone, Sterling Drug, Park & Tilford, Realemon-Puritan, General Foods

**** **Young Widder Brown**: Network Participation on Friday only.

***** **One Man's Family**: Network & Local Participations: Viceroy, Realemon-Puritan

MBS—

Queen For A Day—Seeman Brothers (M-F)

Series B—8:30-9:00 p.m. North American Accident Insurance (M-F); Brown & Williamson (M-F); American Home Products (M-F); Curtiss Candy Co. (M.); Myopone (M-F).

reasons why the rules should be waived or amended. The act, considered as a whole, requires no more."

The decision concluded that the Commission is not bound to provide a full hearing on all such applications.

"We do not think Congress intended the Commission to waste time on applications that do not state valid basis for a hearing," it read. "If any applicant is aggrieved by a refusal, the way for review is open."

Both Justices Harlan and Frankfurter dissented on the ground that Storer was not a "person aggrieved" and thus had no standing to bring the suit. Justice Harlan added, however, that since the majority agreed Storer did have standing, he concurred with their decision.

The Commission's multiple ownership rules provide that no single entity may own more than seven am, fm or tv stations. In television, no more than five of these stations may be in the vhf band. At the time the case was brought, the tv ownership rule held that five stations was the limit.

They also include under this rule that ownership of 1% or more in a station shall be counted in determining the number of stations under common ownership.

The duopoly rules—by which a single person or company may not own more than one station in the same market—was not involved in this litigation.

The genesis of the multiple ownership case was 1953 when Storer Broadcasting Co., which then owned the permissible five television stations, applied for ch. 10 in Miami, Fla. The FCC refused to accept this application. Storer filed an appeal against the multiple ownership rules and won the circuit court decision. The appeals court said that before an application can be denied, a hearing must be given. The FCC appealed this ruling to the Supreme Court. The case was argued before the justices last March [B•T, March 5].

At present Storer owns the maximum number of television stations—WGBS-TV Miami, WJBK-TV Detroit, WSPD-TV Toledo, WAGA-TV Atlanta, WBRC-TV Birmingham, WJW-TV Cleveland and KPTV (TV) Portland, Ore. The Miami and Portland stations are uhf outlets.

Earlier this month, Storer asked the FCC for permission to buy ch. 3 KSLM-TV Salem, Ore., and move the channel into Portland as a substitute for its ch. 27 outlet there [B•T, May 7].

APPEALS COURT ORDERS FLINT CH. 12 CASE REOPENED

THE Flint, Mich., ch. 12 case was ordered reopened last week when the U. S. Court of Appeals in Washington overruled the FCC and sustained the appeals of unsuccessful applicants WFDF Flint and W. S. Butterfield Theatres Inc. against the FCC's approval of the move of WJRT (TV) Flint to a new transmitter site.

The court's decision was by a two-to-one vote, with Circuit Judges David L. Bazelon and Walter M. Bastian the majority assenting and John A. Danaher dissenting.

At issue was whether the Commission's 1954 grant of Flint's ch. 12 to WJR Detroit should be reassessed in the light of that station's proposal to move its transmitter site from 23 miles southeast of Flint to 20.5 miles northwest of that city. An application to make this shift was filed 10 days after the FCC affirmed its grant to WJR and was approved by the Commission without a hearing.

The unsuccessful applicants appealed this to the court. At the same time other stations filed a protest against the modification of the construction permit. A hearing on this protest is scheduled to begin June 5.

Essence of the court's decision, written by Judge Bazelon, was that the case was still within the jurisdiction of the FCC when the transmitter change was proposed. This move, it declared, was sufficiently a departure from WJR's original proposal so that additional hearing was necessary. Although the Commission had dismissed the objections to the transmitter relocation as being generally not significant enough to review its original grant, the court, in essence, asked: "How can you tell unless you've had a hearing?"

The court held the changes proposed by WJRT—transmitter site move, antenna height change, program structure revisions, studio location modification—were significant enough to put into question the choice of WJR in the original comparative hearing.

In discussing the fact that WJR allegedly withheld notice to the FCC of its contemplated changes until the Commission acted on the unsuccessful applicants' petitions to reopen the hearing, Judge Bazelon pointedly declared that the court was not expressing any opinion on whether WJR's "late revelation of its changed situation reflects upon its character and fitness as a licensee." This is up to the Commission after it considers the evidence in the reopened hearing, he said.

The court majority held the Flint case was similar to the Beaumont ch. 6 case in which the appeals court had held the Commission must reopen that hearing because of the changed status of winning KFDM Beaumont. There KFDM entered into an option agreement

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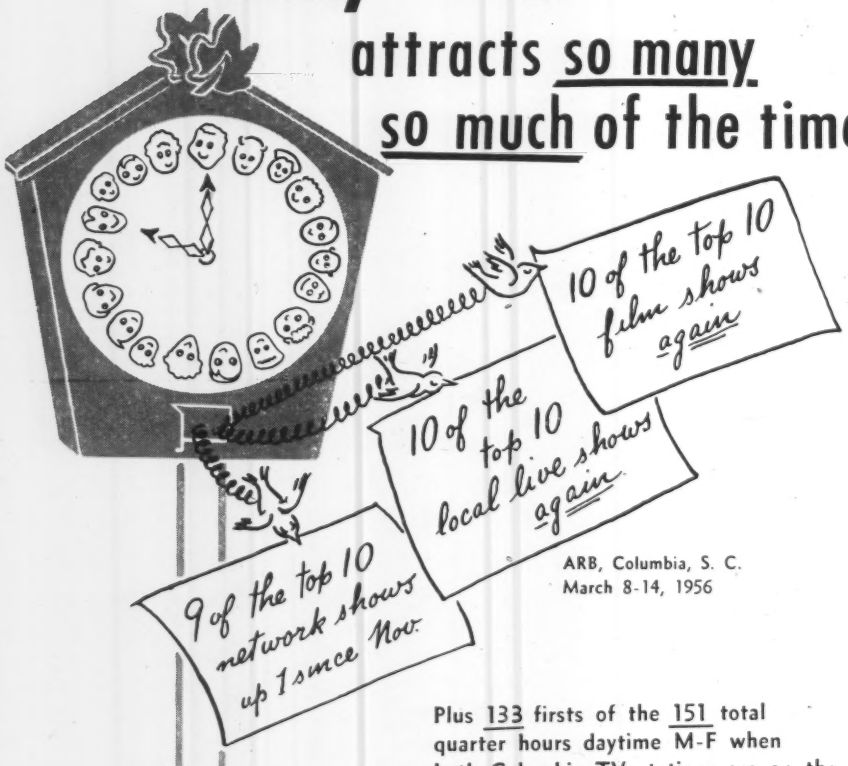

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March 8-14, 1956

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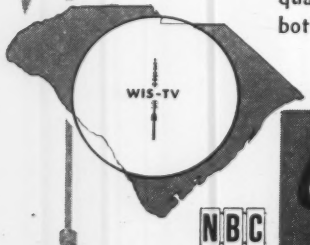

Central South Carolina's VHF station

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WGAR	Cleveland (CBS)	*Peoples Broadcasting Corp.*
WJR	Detroit (CBS)	*The Goodwill Station, Inc.*
WTIC	Hartford (NBC)	*Travelers Broadcasting Service Corp.*
WDAF	Kansas City (NBC)	*Kansas City Star*
KFI	Los Angeles (NBC)	*Earle C. Anthony Inc.*
WHAS	Louisville (CBS)	*Louisville Courier-Journal & Times*
WTMJ	Milwaukee (NBC)	*Milwaukee Journal*
WGY	Schenectady (NBC)	*General Electric Company*
WSYR	Syracuse (NBC)	*Herald-Journal & Post-Standard*
WTAG	Worcester (CBS)	*Worcester Telegram-Gazette*

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with W. P. Hobby (KPRC-AM-FM-TV-*Houston Post*) whereby he would acquire a 32.5% interest in the ch. 6 outlet. This agreement was made after the final decision was issued but before the FCC had acted on a KRIC Beaumont petition for reconsideration. The FCC asked the Supreme Court to review this ruling but that tribunal refused [B•T, May 7].

Judge Danaher held the Commission's final grant to WJR was based primarily on the diversification issue and therefore the changes proposed by WJRT could be considered minor. He also had dissented in the Beaumont case.

FCC ACCUSED OF A 'JAUNDICED EYE' IN CONSIDERING SACRAMENTO CASE

THE FCC was accused of looking at the application of McClatchy Broadcasting Co. for Sacramento ch. 10 with a "jaundiced' eye because of its newspaper connections. The charge was made last week before a three-judge panel of the U. S. Court of Appeals in Washington where the California tv case was re-argued.

The ch. 10 grant was made last year to Sacramento Telecasters Inc. (KBET-TV) after the Commission reversed an examiner's finding in favor of McClatchy. The Commission ruled McClatchy's newspaper and other broadcast interests were detrimental to its case. McClatchy owns the *Sacramento Bee*, *Modesto Bee* and *Fresno Bee*, and KMJ-AM-TV Fresno, KFBK Sacramento, KBEE (FM) Modesto, KOH Reno and KERN-AM-FM Bakersfield. Its purchase of KBOX Modesto is pending FCC approval.

McClatchy appealed the FCC's final grant to its opponent, and early this year the Court of Appeals upheld the Commission's decision. It said the Commission had the power to make a choice—provided its decision was not arbitrary or capricious [B•T, Jan. 30].

Last week's reargument consolidated the appeal from the original grant and the FCC's refusal to permit McClatchy to be heard on a request for rehearing based on KBET-TV's application to move its transmitter from Pine Hill to Logtown. FCC granted this move without a hearing and McClatchy asked the court to force the Commission to reopen the Sacramento ch. 10 case because of this. McClatchy implied fraud on the part of KBET-TV.

The argument was before the same panel of judges which rendered the January affirmation of the FCC's action—Circuit Judges Wilbur K. Miller, Charles Fahy and Walter M. Bastian. Arguing for McClatchy was Thomas H. Wall; for the FCC Asst. General Counsel Richard A. Solomon, and for KBET-TV J. Roger Wollenberg.

17 'Imbalance' Cases Renewed by FCC

A SLATE of 17 stations whose applications for renewal of licenses have been under FCC consideration since November 1955 due to purported program "imbalance" was wiped clean last week. All 17 applications were granted with no comment.

In November and December the Commission reverted to crack-down form in withholding license renewals from stations (big and little) pending explanations of alleged overcommercialism and lack of balance between commercial and sustaining programs. The Broadcast Bureau was instructed to send letters demanding an accounting. Since the FCC made no comment in granting the renewals, it is assumed that the stations satisfactorily explained their positions or changed their program schedules to meet Commission criticism.

Involved were the following stations:

WAPL Appleton, Wis.; WATK Antigo, Wis.; WBBM-AM-FM Chicago, Ill.; WBEV Beaver Dam, Wis.; WCFL Chicago, Ill.; WEAU Eau Claire, Wis.; WEDC Chicago, Ill.; WEMP-AM-FM Milwaukee, Wis.; WGES Chicago, Ill.; WGEZ Beloit, Wis.; WHFC Cicero, Ill.; WHVF Wausau, Wis.; WIND Chicago, Ill.; WKRS Waukegan, Ill.; WMOK Metropolis, Ill.; WOKW Sturgeon Bay, Wis., and WPEO Peoria, Ill.

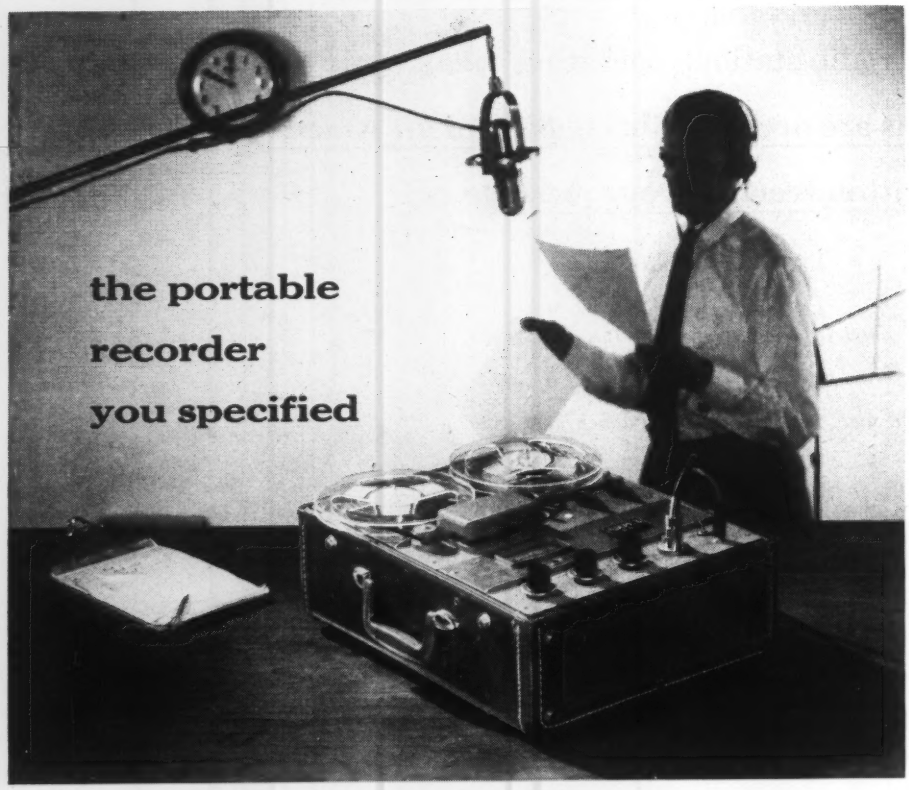
Airport Owner Sues to Stop KGUL-TV Galveston Antenna

AN airport owner, three miles from the new 1,200-ft. KGUL-TV Galveston, Tex., antenna site, has sued to stop the ch. 9, CBS-affiliated station from completing its new antenna or for $250,000 in damages.

The suit was filed by Perry Brown, owner of the Clover Field Airport in nearby Pearland, in Brazoria County District Court. In his complaint, Mr. Brown claimed that he has spent about $150,000 to improve his airport, and that the airport would be unusable if the antenna is built.

KGUL-TV received both airspace panel approval and FCC authority to build its new antenna, although ch. 13 KTRK (TV) Houston objected in both instances.

The ch. 9 station has been sold, subject to FCC approval, to J. H. Whitney & Co. for an overall total of $4¼ million [B•T, May 14, 21]. Paul E. Taft, present 40.5% owner and president-general manager, would remain as 10% owner.



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79% of the weekly morning audience

64% of the weekly afternoon audience

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KSLA-TV LEADS in 143 out of 168 nighttime quarter hours.
Leads in 82 out of 100 weekly morning quarter hours.
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First in locally-produced studio shows.

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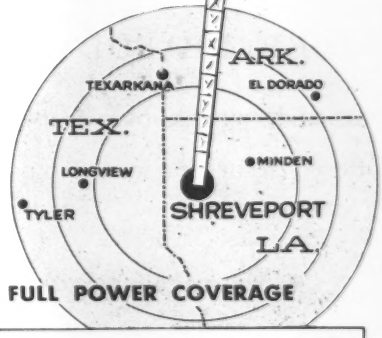
*Based on ARB SURVEY OF TELEVISION VIEWING — WEEK OF MARCH 8-14, 1956



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CRAVEN'S TV OPINIONS, CIRCA 1946, HAVE FAMILIAR RING 10 YEARS LATER

Back before the television ball got rolling, FCC nominee advocated single band service, much along lines many are now considering in view of competition for scarce v's and difficulties in abundant uhf.

T. A. M. CRAVEN, President Eisenhower's nominee for a seven-year term as an FCC commissioner, apparently had the long view on television allocation as far back as 1946.

It was then, during the first postwar television allocations proceeding, that Comdr. Craven questioned the efficacy of vhf television—plumped hard for a one-band service in the uhf.

Appearing in behalf of Cowles Broadcasting Co. (he was then its vice president in charge of engineering), Mr. Craven warned the Commission that there wasn't enough space in the "low band" to permit a nationwide, competitive tv system and urged the use of 40 channels, each 13 mc wide, in the 480-1,000 mc band.

In opposing the recommendations of the Radio Technical Planning Board for a vhf system, Comdr. Craven expressed the doubts of many engineers that a vhf allocation could provide the kind of competitive national service deemed requisite for the United States.

His points were that vhf would permit too few channels, that spacing (200 miles co-channel) would permit not more than five stations per channel below 100 mc throughout the country, that the proposed 525 lines was low definition, and that the gamut between lowest frequency and the highest frequency would make receiver design difficult.

One of the factors that troubled Comdr. Craven then was the crowded condition of the 50-400 mc band. Aviation had a large chunk of that space, he declared, and there was need for fm and facsimile services.

By using 400-1,000 mc for television, Comdr. Craven estimated that there would be sufficient space for 40 channels, each of which would be 13 mc wide. He also suggested a 200-mile co-channel separation.

This would permit a high definition service in which "we can have as many tv stations as we have am stations along the congested eastern seaboard," Comdr. Craven said.

"Unless the proper allocation of radio space to television is made by the Commission," he said, "all three of these points—number of channels, number of stations per channel and receiver limitations—add up to a severe restraint upon the competition which will exist in the television field."

Strongly urging the Commission to make a specific allocation for tv somewhere between 400 mc and 1,000 mc, Mr. Craven added:

"We believe that anything which tends to retard commercial television in these high bands much beyond the advent of television operating on pre-war standards below 300 mc would create an extremely hazardous situation with respect to competition between the two services . . ."

Later on, he urged a one service television system. "I think it would be much better for us to operate only on one system," he said, "and not have to make the expense of a capital investment as well as the extra operating expense to operate two systems at the same time."

In discussing Cowles' plans, Comdr. Craven announced that Cowles was planning to put an experimental tv station in Washington to operate on 750 mc, using 525 lines for color, 735 lines for black-and-white using a 13 mc channel. Transmitter was to be furnished by Westinghouse and receivers by Zenith.

As an interim proposal, Comdr. Craven suggested that television be assigned to the 60-108 mc band, using 6 mc wide channels. However, he warned, this space must be used ultimately for fm and facsimile and for other services.

The FCC finally allocated 13 tv channels, 6 mc wide, between 44 mc and 216 mc—but not in a contiguous band. Ch. 1 (44-50 mc) was deleted from television service in 1948 due to interference with mobile services with which it was supposed to share space. Fm was assigned to the 88-108 mc band and the uhf band was reserved for future tv expansion. In 1952, uhf channels were incorporated into the tv allocations table. They run from 480 mc to 890 mc.

Tv on 65 Channels

Last year, when the FCC asked for comments on how it might revise the 1952 Sixth Report and Order and table of allocations, Comdr. Craven in his own name submitted suggestions based on obtaining the most stations in the most communities.

Specifically he recommended that tv be established on 65 channels, using 54-90 mc, 174-216 mc, and 470-782 mc.

Referring again to the ideal of receiver compatibility, he declared:

"If the television receiver manufacturing industry is unable to assure the future marketing of receivers . . . the only course open to Congress and the FCC would be to accept the limitations imposed by the use of only the few number of channels which can be made available in the vhf portion of the radio spectrum."

He suggested that blocks of frequencies be assigned to communities in order to encourage antenna "simplicity."

Comdr. Craven also recommended lower co-channel separations. These would be, according to his document, 160 miles for both vhf and uhf in Zone 1 (vs. present 170 miles vhf and 155 miles uhf); and 190 miles in the rest of the country for both vhf and uhf (compared to 190-220 miles for vhf and 175-205 miles for uhf, both in Zones 2 and 3). He advocated keeping the present 60 miles adjacent separation mileage.

By protecting the highest powered as well as the lowest powered station in a community, Comdr. Craven estimated that the radius of stations in Zone 1 would be about 40 miles, while in the rest of the country it would be 60 miles.

He also advocated a block of 10 frequencies for educational television.

He expressed grave doubt that the Commission would be successful in securing additional vhf channels from the military services. This was borne out when the Office of Defense Mobilization announced about a month ago that no vhf frequencies were available [B•T, April 16].

Comdr. Craven also recommended that the

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Craven Up June 7

HEARING on President Eisenhower's nomination of Comdr. T. A. M. Craven to be an FCC commissioner [B•T, May 21] is scheduled for June 7 before the Senate Commerce communications subcommittee (Sen. John O. Pastore [D-R. I.], chairman).

The hearing will take place in Room F-41 of the Capitol. The recommendations of the subcommittee will be reported to the full Senate Commerce Committee at its regular June 13 meeting.

Unanimous approval is expected. At week's end no opposition had been made to Senate Commerce personnel.

table of allocations be deleted when a national television framework was established.

In an illustration of how he would assign channels, Comdr. Craven submitted a table of allocations which deintermixed 61 out of the top 73 markets. Only 12 of the top 73 cities would be intermixed under Mr. Craven's plan—all the others would be either all vhf or all uhf.

Bill Would Legalize Boosters

REP. J. ERNEST WHARTON (R-N. Y.) has introduced a bill (HR 11,165) under which the FCC would be directed to provide for licensing tv boosters and vhf translators. The measure is similar to one introduced earlier this month by Rep. Don Magnuson (D-Wash.) [B•T, May 7].

FCC OPENS GATES ON TV TRANSLATORS

WITH the official authorization to use translators in bringing tv service to remote areas—announced by the FCC last week—the possibility of hundreds and even thousands of pipsqueak tv stations furnishing video to hamlets and cross-roads communities throughout the nation seems at hand.

The Commission's action — coming after three months of consideration following its Jan. 17 proposal—permits the establishment of translators anywhere needed. The only significant obstacle is that a translator station not interfere with any existing service.

The new service is scheduled to become official July 2.

By its action, the Commission legitimized the dozens of re-radiator operations which have come into being in the wide-open spaces of the Northwest.

The new stations will not, however, utilize the same techniques.

Under the new regulations, translators may be established under certain non-interference conditions. They will be permitted to pick up and rebroadcast any tv signal. The top 14 uhf channels (chs. 70-83) must be used by the translator. Equipment may be operated with remote control devices with power limited to 10 w (up to 100 w radiated power). The translator may not originate programs (just rebroadcast the signals of "mother" vhf or uhf stations). They will have their own call letters. More than one translator will be approved for individual communities in the interest of bringing multiple services to viewers. Hours of operation are unfixed and there will be no limit on the number of translators which may be owned by the same interest.

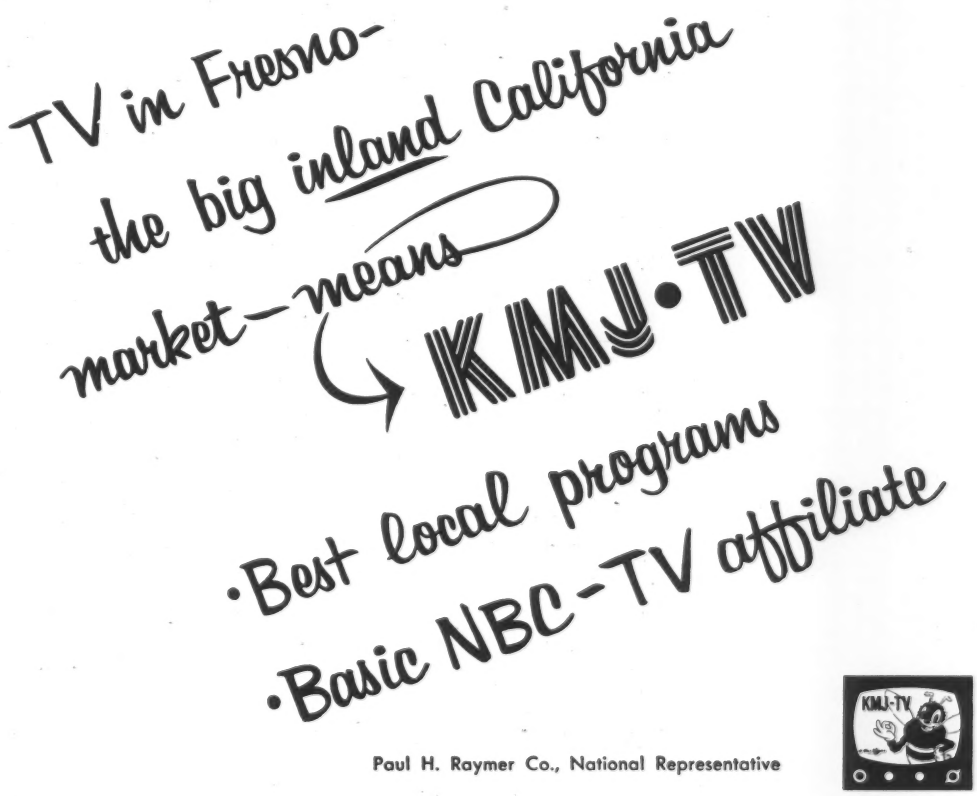
The Commission denied recommendations which would have permitted translators to use either vhf or uhf radiation. It also turned down suggestions that on-channel boosters be established (this is an issue in another proceeding, it said). Opposition to the establishment of translators because of competition to community tv service was brushed aside as unfair to potential remote area viewers. The Jerrold suggestion to use translators to beam the remote signal to a central point in a community, from whence the signal would be delivered to viewers via cable, also was turned down as raising questions of policy that the Commission said it was not ready to answer. So was the recommendation that translators be permitted to utilize subscription tv operations.

The charge that translators should be restricted so they do not compete with regular tv stations was passed on the assumption that that problem could be dealt with on a case by case basis.

Establishment of the new service was sparked by the growing number of unlicensed repeaters established by small communities in the Northwest. These were declared illegal by the FCC and cease and desist orders were issued to close them down. The orders were stayed pending the establishment of the translator service.

Translator equipment is expected to cost about $1,000.

The new rules were made part of Part IV of the Commission's regulations (Subpart G).



the secret of Captain Kangaroo

(just declassified for all advertisers)

Advertisers may know that each morning 4 million children sit entranced in front of their television receivers as they watch "Captain Kangaroo"—and that their number is growing every week.

They may also know that the kids will do anything he says—from singing a song to brushing their teeth or eating their cereal.

They may even know that children are always asking their mothers to buy something they have seen on television.

But what advertisers may not know is that a new research study recently completed by Eugene Gilbert and Company shows that 3 out of 5 children who regularly watch "Captain Kangaroo" go shopping with their mothers an average of three times a week.

It adds up to a pretty compelling picture for the advertiser who would like to have this kind of attention focused on his product.

This bewitching children's program now has a 73% higher rating than its closest network competition and is available at a 49% lower cost per thousand. Joining forces with this great early morning leader might just turn out to be the secret sales weapon you need.

CBS TELEVISION

Multiple-City Plan Draws Split Opinion

SOME 30 suggestions, about evenly divided pro and con, were received at the FCC by last Wednesday, deadline for comments on proposed rule-making on multiple-city identification by tv stations. Practically all responses which favored dual-city identification suggested modification of the proposal put forth by the Commission, while opponents were equally unanimous in unqualified disapproval.

Instigators of the rule-making proposal, WVEC-TV Hampton-Norfolk, Va., and ch. 6 WDSM-TV Superior, Wis.-Duluth, Minn., seeking to locate studios in both cities under the FCC table of assignments which assigns channels to hyphenated communities, supported the proposed rule-making with particular respect to their own situations.

WDSM-TV said that in determining whether it would be in the public interest for a tv station to serve and identify itself with more than one city, the key decisional factor should be hyphenation; however, WDSM-TV allowed, other cities not fitting the hyphenated test might also qualify for dual-city identification where a sufficient community of interest exists.

Opposing WDSM-TV's contention, but not altogether against the dual-city proposal, was ch. 3 KDAL-TV Duluth-Superior, which declared that hyphenation was designed only as an assignment tool, not as a determination that a community of interest exists. KDAL-TV cautioned that dual identification should not be authorized in a state different from where a station's main studio is authorized.

KFSD-TV San Diego went the out-of-state proposal one better and suggested that foreign stations be prevented from identifying themselves with U. S. cities. KFSD-TV noted that XETV (TV) Tijuana has frequently referred to itself as a San Diego station.

The majority of those favoring some sort of rule-making felt that general approval would be harmful and that each situation should be handled on a case-to-case basis. Ch. 43 WICC-TV Bridgeport, Conn., was joined by others in expressing the fear that unless precautions were taken, the way would be open for large stations to identify themselves with nearby smaller markets.

KTNT-TV Tacoma, Wash. (ch. 11), backing the proposal, received support in a recommendation that dual-city identification be authorized only when a station's signal strength to both cities is at least equal.

In addition to the previously mentioned stations, the following lined up in favor of qualified rule-making: WLEV-TV Bethlehem, Pa.; KGUL-TV Galveston, Tex.; KTVX (TV) Muskogee, Okla.; WOPI Bristol, Tenn.-Va., losing applicant for ch. 5 there; KTVW (TV) Tacoma, Wash.; KOVR (TV) Stockton, Calif.; KFRV (TV) Green Bay, Wis.; KTRE-TV Lufkin, Tex.; KARK-TV Little Rock, Ark., and KRON-TV San Francisco.

Opponents of the plan charged that it would tend to subvert the table of assignments and permit tv to occupy a "hybrid role." No need for rule-making exists, they said, and the result can only be harmful. The following stations voiced their opposition to the proposed rule-making: WCOV-TV Montgomery, Ala.; KLIX-TV Twin Falls, Idaho; KGW-TV Portland, Ore.; WFIE (TV) Evansville, Ind.; WSEE (TV) Erie, Pa.; KBTV (TV) Denver, Colo.; WKLO-TV Louisville, Ky.; KING-TV Seattle, Wash.; WNAO-TV Raleigh, N. C.; KCMO-TV Kansas City, Mo.; KPHO-TV Phoenix, Ariz.; WHEN-TV Syracuse, N. Y.; WOW-TV Omaha, Neb.; WTVP (TV) Decatur, Ill.; KVOO-TV Tulsa, Okla., and KTRK-TV Houston, Tex.

BOXSCORE

STATUS of tv cases before FCC:

AWAITING FINAL DECISION: 12

Corpus Christi, Tex., ch. 10; Miami, Fla., ch. 10; Norfolk-Portsmouth, Va., ch. 10; Peoria, Ill., ch. 8; Seattle, Wash., ch. 7; Springfield, Ill., ch. 2; Jacksonville, Fla., ch. 12; Raleigh, N. C., ch. 5; Hartford, Conn., ch. 3; Paducah, Ky., ch. 6; Indianapolis, Ind., ch. 13; New Orleans, La., ch. 4.

AWAITING ORAL ARGUMENT: 6

Boston, Mass., ch. 5; Charlotte, N. C., ch. 9; Orlando, Fla., ch. 9; St. Louis, Mo., ch. 11; McKeesport, Pa., (Pittsburgh), ch. 4; Buffalo, N. Y., ch. 7.

AWAITING INITIAL DECISION: 4

Hatfield, Ind., (Owensboro, Ky.), ch. 9; San Francisco-Oakland, Calif., ch. 2; Pittsburgh, Pa., ch. 11; Toledo, Ohio, ch. 11.

IN HEARING: 7

Beaumont-Port Arthur, Tex., ch. 4; Biloxi, Miss., ch. 13; Cheboygan, Mich, ch. 4; Mayaguez, P. R., ch. 3; Onondaga-Parma, Mich., ch. 10; Lead-Deadwood, S. D., ch. 5; Coos Bay, Ore., ch. 16.

Ike Commends Comr. Webster For 'Distinguished Career'

PRESIDENT Eisenhower commended FCC Comr. Edward M. Webster for his "long and distinguished career" in accepting his decision to retire at the end of his current term as an FCC commissioner. The President wrote:

"I congratulate you on the opportunity which has been yours, and I am confident that in the years ahead you will continue to find much satisfaction in the knowledge of the contributions you have made in your fields of endeavor.

"When you retire you will carry with you not only my appreciation of your years of worthwhile service, but also my very best wishes for your welfare and happiness in the days ahead."

Mr. Webster wrote the President that he had decided not to seek reappointment when his term expires June 30. He referred to his almost 50 years of military and government service and declared that he felt "the time has come for me to step aside and let others assume the responsibilities in the field of telecommunications that have been entrusted to me."

A retired U. S. Coast Guard commodore, Mr. Webster has served on the FCC as assistant chief engineer and as a commissioner since 1947. He has been an independent politically.

It is understood that he may engage in private practice as a consulting engineer.

Five New Am Grants Announced by FCC

FIVE new am grants were announced by the FCC last Thursday. Construction permits were awarded to:

• Wynne, Ark.—East Arkansas Broadcasters Inc., 1400 kc 250 w unlimited. Principals include President Thompson B. Murray Jr. (5%), auto dealer; Vice President J. L. Shaver Jr. (2.5%); Secretary-Treasurer Raymond O. Raley (45%), retail store owner, and William W. Meriwether (10%), retail hardware interests.

• Old Saybrook, Conn.—Long Island Radio Corp., 1420 kc, 500 w daytime. Principals are equal partners, President Joseph P. Trantino (33.3%), program director at WMMW Meriden, Conn.; Vice President Vivien N. Trantino, and Secretary Nathan L. Dubin, dentist.

• Marysville, Kan. — Marshall Transmitter Inc., 1570 kc, 250 w daytime. Principals are President Andrew J. E. Grauer (43.6%), announcer-salesman at KWBE Beatrice, Neb.; Vice President Walter Herman Schwarz (3.1%), ceramics business owner; Secretary-Treasurer Janice Velva Grauer (6.2%), and Bryon Everett Guise (15.6%), owner of weekly *Marysville Advocate*.

• Ortonville, Minn.—Tri-State Broadcasting Co., 1350 kc, 1 kw daytime. Principals are equal owners, President James D. Kaercher, former newsman at WCCO Minneapolis and presently assistant editor-advertising manager of weekly *Ortonville Independent and Graceville* (Minn.) *Enterprise;* Vice President Donald P. Egert, employe of KVSD Vermillion, S. D.; Secretary Warren McCormick, employe of KWAT Watertown, S. C., and Richard S. Schultz, engineer at KWAT.

• Marshall, N. C.—Harold Thoms, 1460 kc, 1 kw daytime. Mr. Thoms owns WISE-AM-TV Asheville, N. C., 75% of WEAM Arlington, Va., 25% of WCOG Greensboro, N. C., 25% of WAYS Charlotte, N. C., and last week filed an application for an am in Sylva, N. C.

FCC Says 'Play Marko' Violates Lottery Laws

THE bingo-type television program *Play Marko* was declared a lottery last week when the FCC notified the Caples Co., the Chicago advertising agency which distributes the programs, that *Marko*'s presentation over the facilities of a broadcast station would be in contravention of Sec. 3.656 of the Commission's rules.

The FCC's letter was in response to a request for a declaratory judgment sought by the Chicago agency in 1955. The FCC refused to issue such a judgment. Last week's letter was the Commission's response to the issue.

Explaining its stand, the Commission said the three elements of a lottery under the FCC Rules and U. S. Code Section 1304 are ". . . prize, chance, and consideration." It is clear, it said, that the lottery elements of chance and prize are present in the *Play Marko* format. The Commission also declared it believed that there exists the additional element of consideration sufficient to constitute a lottery. This determination, it said, is based upon the apparent necessity that all or most persons who desire to participate in *Marko* go to a store or other establishment where the products of its sponsor are sold in order to obtain *Play Marko* cards.

Both KTLA (TV) Los Angeles and WGN-TV Chicago carried the program until May 1955, when the FCC, in a letter to KTLA, declared its belief that the show violated the lottery laws. Capless said the action caused numerous other tv stations to cancel the program or refuse to take orders for it.

Caples filed a suit in the U. S. District Court in Washington seeking to restrain the Commission from issuing show cause orders declaring *Play Marko* a lottery. Caples said in part, ". . . the finding . . . that *Marko* was a lottery and violated (U. S. Code) Section 1304 was made *ex parte* [one sidedly] and without a hearing or notice to the plaintiff [Caples] or to the television stations telecasting *Marko* and was without foundation either in law or in fact."

The court, however, refused to go along with Caples, dismissing the case on the grounds that the Commission had issued no legal, official action against *Play Marko*.

CONELRAD SLATES NATIONWIDE TESTS

TWO nationwide Conelrad exercises—which will involve all broadcast stations in the U. S.—are scheduled to take place in the next two months, it was learned last week.

A country-wide test of Conelrad alerting equipment will occur at 11:30 a.m. EDT, June 16. A similar regular public demonstration—involving the entire Conelrad operation—is scheduled at 4:10 p.m. EDT, July 20.

The internal June 16 test, required by the Dept. of Defense, is for the purpose of checking alert equipment at military and government installations. The exercise will consist of all stations discontinuing normal programs and announcing station call letters, cutting off transmitter carrier for five seconds, returning to the air for five seconds, cutting carrier off again for five seconds and then returning to the air with a 1 kc tone for 15 seconds.

Stations will be permitted to join the test operation anytime beginning five minutes before 11:30 to five minutes after that time. This will permit participants to utilize station ID time, obviating the need to interrupt programs.

This is the first time all broadcast stations have been asked to participate in the alert equipment test. Previously, also in June of each year, only stations officially affiliated in the Conelrad program participated. Key Conelrad stations have been holding this type of test twice weekly for the past several years.

The July 20 demonstration will require all participating stations to switch to 640 kc or 1240 kc, with fm and tv stations going off the air for 15 minutes during the test.

The dates and hours of the two tests were chosen by the FCC after checking with about 75% of the stations involved, it was said.

In 1957, according to Conelrad officials, an all-encompassing alert equipment test will involve almost 1 million transmitters. This exercise will include not only all broadcast stations, but also those of the non-broadcast services—amateurs, military, government, taxicab, trucking, railroad, etc.

Conelrad is a method of maintaining broadcast service on the air without enemy planes being able to use the frequency of individual stations for navigational purposes. This is accomplished by having each station in a cluster broadcast news and information for the civilian populace intermittently.

FCC Okays $1.5 Split Sale Of Twin Cities' KEYD-AM-TV

THE $1 million-plus "split" sale of KEYD Minneapolis-St Paul and its ch. 9 sister station, KEYD-TV [B•T, April 9], was among the station sales approved by the FCC last week.

The Commission granted assignment of the KEYD stations from Morris Baker and associates to United Tv Inc. (Seymour Weintraub, president) for $1.5 million and the agreed-to, subsequent sale of KEYD (1440 kc, 5 kw day) to Robert Purcell, managing director of the twin-city stations, and James A. McKenna Jr., Washington, D. C., attorney, for $100,000. KEYD has been on the air since 1948, KEYD-TV since January 1955.

Mr. Weintraub, Flamingo Pictures president, last week purchased WKBS Mineola (L. I.), N. Y., from Key Broadcasting System Inc. (Lee Hollingsworth, president), for $116,500. Sale is subject to FCC approval. WKBS operates on 1520 kc, 250 w daytime, and has been on the air since 1948.

Complaints About Tv Ads Sift Through to White House

WORD of a considerable volume of White House mail said to be complaining about some tv commercials—their length and "taste"—has belatedly leaked from an informal discussion that White House News Secretary James Hagerty had May 4 with radio-tv newsmen.

Mr. Hagerty mentioned in passing, in response to a query on how White House mail was "running," that letters regarding offensive commercials had come to official attention. The matter was not discussed further although in at least one case a memo was sent to New York headquarters apprising the network's heads of what was said.

The informal meeting was one which Washington newsmen hold with the news secretary at six months to a year intervals to discuss problems pertaining to accurate coverage of the federal government. No transcript of the conversation was made and Mr. Hagerty was out of the country and unavailable for comment.

Newsmen at the meeting: Ted Koop, CBS director of news and public affairs, Washington; Lew Shollenberger, CBS director of special events, Washington; Robert Hurleigh and Jack Gertz, director and assistant director, respectively, of Washington operations for MBS; Julian Goodman, NBC director of news and special events for Washington, and Richard Rendell, ABC director of news for Washington.

Michigan's Biggest Sport Feature!

BASEBALL PLAY-BY-PLAY

All DETROIT TIGER GAMES

NIGHT and DAY at HOME and AWAY

Cash in on this popularity
from early Spring to late Fall!

Save up to 15%
By buying 2 or more of these Powerful Stations

BUY ALL 4 STATIONS . . . SAVE 15%
BUY ANY 3 STATIONS . . . SAVE 10%
BUY ANY 2 STATIONS . . . SAVE 5%

WKMH Dearborn-Detroit	**WKMF** Flint, Mich.
WKHM Jackson, Mich. Jackson Broadcasting & Television Corp.	**WSAM** Saginaw, Mich.

Represented by HEADLEY-REED

Get the Jack out of Jackson on

WKHM

JACKSON, MICHIGAN

Fred A. Knorr, *President*
John O. Gilbert, *Managing Director*
Jackson Broadcasting & Television Corp.

KNORR Broadcasting Corp. Affiliate

ALLOCATIONS PLAN DOESN'T REACH VOTE

PROPOSAL by Chairman McConnaughey that the tv table of allocations be dropped—proposed at last Wednesday's meeting on tv allocations—was seconded by Comr. Doerfer but never got to a vote. Too many qualifications and objections, it was understood.

Basic objection, it is believed, was that this action should not be taken unless at the same time the present mileage separations are reaffirmed. This touched off a morning-long wrangle which ended only when the commissioners dispersed for lunch.

Next meeting is scheduled to be underway today, with another approach heading the agenda. This, it is understood, will be a suggestion that the FCC issue a "declaration of intent" to make the eastern part of the United States all uhf—over a 10-year transition period. This has the backing of some segments of the Commission, it is said.

WTOB-TV Winston-Salem Seeks Ch. 8 Drop-in There

WTOB-TV Winston-Salem, N. C., citing its continuing losses in uhf operation in almost three years of face-to-face competition with ch. 12 WSJS-TV there (both began in September 1953), last week asked the FCC to drop in channel 8 at Winston-Salem. WTOB-TV indicated that if it could switch from its present ch. 26 to 8, it would be in a better competitive position. Winston-Salem Broadcasting Co., WTOB-TV licensee, also holds a grant for ch. 29 Richmond, Va. (WOTV [TV]).

WTOB-TV said that its losses ($101,910 in 1954, $79,492 in 1955) have forced the station to reduce its hours of operation and curtail its service. ABC advertisers (WTOB-TV is an ABC affiliate) have indicated a preference for delayed programs on "fringe" area vhf stations as against a regular network show on the Winston-Salem affiliate, WTOB-TV told the Commission. The vhf drop-in could be accomplished, WTOB-TV said under ABC's recommendations on revision of overall tv allocations [B•T, Dec. 19, 1955].

John G. Johnson, WTOB-TV general manager, is president of the Committee for Competitive Tv, which is active on Capitol Hill on behalf of uhf.

Southwestern Wants FCC To Deintermix Fort Smith

UNSUCCESSFUL in its attempt to purchase ch. 5 KNAC-TV Fort Smith, Ark., Southwestern Publishing Co. (Donald W. Reynolds interest) last week asked the FCC to transfer the ch. 5 Fort Smith allocation to Fayetteville, Ark., making Fort Smith an all-uhf community.

Fort Smith is now allocated chs. 5 (KNAC-TV, not yet on the air), 16 (available educational), 22 (operating KFSA-TV, owned by a Southwestern subsidiary) and 39 (available). Fayetteville has two allocations (both vacant), chs. 13 (educational) and 41.

Southwestern pointed out that KFSA-TV, a uhf "pioneer" (on the air since July 1953), is just now beginning to operate above the "breakeven" point, but is in danger of being destroyed by the proposed operation of KNAC-TV.

Southwestern's proposed purchase of KNAC-TV from American Tv Co. was approved in an FCC hearing examiner's initial decision, but was the subject of oral argument on a protest by "The Citizen's Group for Two Television Stations in Fort Smith" [B•T, March 19]. The KNAC-TV sale contract expired April 1, before final FCC action, and American Tv Co. said the contract would not be renewed and that it (ATC) intended to construct the station.

Four Enter Consent Decrees In 15% Commission Litigation

CONSENT DECREES have been entered in the last four cases in the Justice Dept.'s civil antitrust litigation against the 15% advertising agency commission and "recognized" agency lists, Attorney General Herbert Brownell said last week. The decrees, entered Tuesday in the Federal District Court in New York City and accepted by both sides, involved Publishers Assn. of New York City, Associated Business Publications Inc. and Periodical Publishers Assn. of America, all New York, and Agricultural Publishers Inc., Chicago.

Similar consent decrees, prohibiting uniform fees and "recognized" agency lists, were accepted in February by American Assn. of Advertising Agencies and in April by American Newspaper Publishers Assn.

FCC Budget Bill Moves Up

THE Senate Appropriations Committee Thursday reported out S 9739, raising the $7.8 million FCC fiscal 1957 budget appropriation approved by the House to $7,828,000, the extra $28,000 for a monitoring station at Douglas, Ariz. The figure includes $41,000 for the FCC's network study. The bill, if passed by the Senate, will go to a joint congressional conference committee to resolve Senate and House differences.

WBC Opposes Daytimers In Fixed-Hour Petition

WESTINGHOUSE BROADCASTING Co. last week joined in opposition to a Daytime Broadcasters Assn. petition seeking fixed hours for daytime station operation. The proposal has been opposed by the Clear Channel Broadcasting Service and various regional and clear channel stations.

Sky's the Limit

THE CELESTIAL HOPES of the Air Transport Assn. came crashing to earth last week when the FCC denied that group's request to reconvene a tall-tower tv hearing aboard an Eastern Airlines plane. ATA, in arguing that a proposed 1,993-ft. WSLA (TV) Selma, Ala., tower would constitute a hazard to air navigation, asked the presiding FCC hearing examiner, H. Gifford Irion, to elevate the WSLA case for a first-hand glimpse of the tower-site. ATA said it would pay all expenses. The examiner, well-grounded in Commission practices, denied the motion, claiming such an order was outside his jurisdiction [B•T, Jan. 30].

The Commission, upholding the examiner, relied upon Broadcast Bureau and WSLA arguments that since there is no tower to view, there is no misunderstanding as to the nature of the evidence. ATA, the FCC said, didn't present sufficient evidence to warrant an airborne hearing. Comr. Lee dissented, indicating he might have liked to go along for the ride.

World Releases Series On U. S. Political Race

AS tie-in programming for the national political conventions in August, the World Broadcasting System last week released to member stations a 13-week series of half-hour programs titled *The People Choose*, which re-creates outstanding U. S. presidential campaigns.

Pierre Weis, general manager of World, said the programs are designed for three local commercials as well as opening and closing sponsor credits, and may be broadcast as participating features, starting this week.

The series spotlights significant campaign issues, political songs and slogans of historic campaigns. Mr. Weis added that World has prepared an extensive promotional campaign for the series, including teaser spot announcements, ad mats for local sponsor use and special sales pieces.

'Bob and Ray' Leave WINS To Form Packaging Firm

AFTER little Piels, big bells (cash-register type) toll.

This seemed to be the new chapter for Bob Elliott and Ray Goulding, the voices of Harry and Bert Piel (animated tv commercial for Piel's Bros. Beer, Brooklyn, N. Y.), who have announced an end to their association with WINS New York, an independent, effective last Friday. "Bob and Ray," whose Mon.-Sat., 6-9:30 a.m. program has been a metropolitan New York standby for over two years, now will team up with Young & Rubicam copywriter Ed Graham to form Goulding-Elliott-Graham Productions Inc., a packaging firm for radio-tv commercials, early next month.

Mr. Graham—creator of Bert and Harry—meanwhile, has submitted his resignation to Young & Rubicam, effective June 30.

The firm, which will open its doors "sometime between the 1st and 15th of June," according to Bob and Ray's personal representative, John H. Moses, will cover all fields of broadcast commercials. President of G-E-G productions will be Mr. Graham, with Messrs. Goulding, Elliott and Moses, vice presidents. Mr. Moses also will be the firm's general manager.

Although Bob and Ray's WINS broadcasts will be cancelled, Mr. Moses said, the team's daily MBS shows as well as its week-end chores on NBC's *Monitor* will continue.

'Lonesome Gal' Files Suit

CHARGING the RCA record division and RCA Victor Distributing Corp. have infringed upon her trademark of "The Lonesome Gal," Jean King has filed a $6 million damage suit against the companies in U. S. District Court at Los Angeles. Miss King said she has spent large sums since 1947 to promote her title in radio and the recording field and alleged that the defendants in January issued recordings using the name of "Lonesome Gal, Lurleen Hunter." She asked $5 million general damages and $1 million punitive damages.

PROGRAM SERVICE SHORTS

WRAD Radford, Va., which tape-recorded last words of Sen. Alben Barkley before he died of heart attack at Washington & Lee U., April 30, is negotiating with Town Hall Inc. for inclusion of WRAD tape in Columbia album on Barkley being prepared by Town Hall. Station furnished its news tape to NBC, 35 radio stations and former Pres. Harry Truman who requested copy.

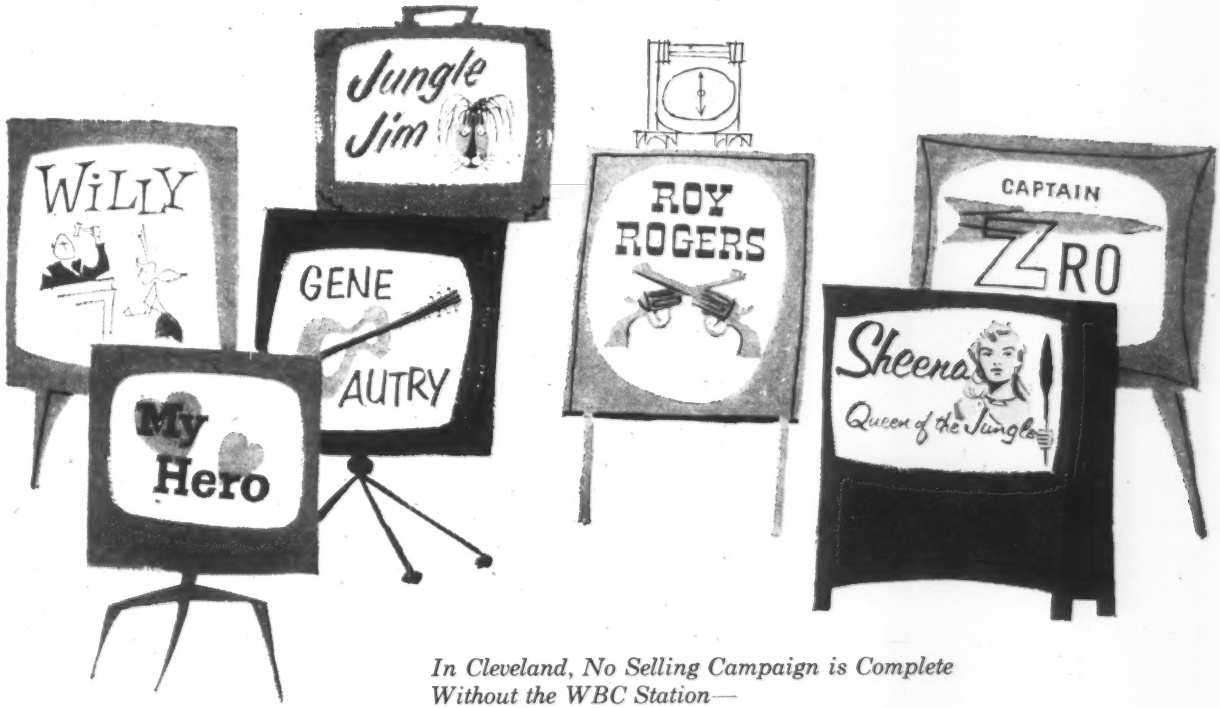
SIX O'CLOCK ADVENTURE

Our new "Six O'Clock Adventure" strip is bound to get you sales action in the rich Northern Ohio Market. It delivers half-a-million sales impressions, nightly.

Look at the time rating (6-6:55 pm)—14.8, 5-day average, and with peaks as high as 16.5. That's 65% more audience than its closest competition—and with 60% adult audience, at that!

The program features: "Sheena of the Jungle," "Jungle Jim," "Gene Autry," "Captain Z-Ro," "Roy Rogers," "My Hero," with Robert Cummings, and "Willy," starring June Havoc. First run in the Cleveland market.

Time on this new strip is going fast. In fact, it was 60% sold out the first week on the air. For information, call Albert P. Krivin, Sales Manager for KYW-TV, at CHerry 1-0942, or A. W. "Bink" Dannenbaum, WBC General Sales Manager, MUrray Hill 7-0808, New York.



In Cleveland, No Selling Campaign is Complete Without the WBC Station—

KYW 3 TV

WESTINGHOUSE BROADCASTING COMPANY, INC.

RADIO	TELEVISION
BOSTON—WBZ+WBZA	BOSTON—WBZ-TV
PITTSBURGH—KDKA	PITTSBURGH—KDKA-TV
CLEVELAND—KYW	CLEVELAND—KYW-TV
FORT WAYNE—WOWO	SAN FRANCISCO—KPIX
PORTLAND—KEX	

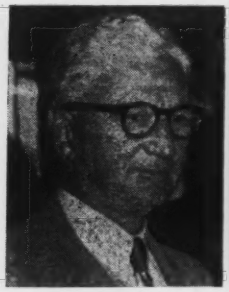
KPIX REPRESENTED BY THE KATZ AGENCY, INC.
ALL OTHER WBC STATIONS REPRESENTED BY PETERS, GRIFFIN, WOODWARD, INC.

WBC

TRIANGLE MAKES 4TH PURCHASE IN YEAR, BUYS WNHC-AM-FM-TV FOR $5.4 MILLION

Sale of New Haven, Conn., outlets makes Annenberg interests among top in ownership. Firm's outlay for stations in past 12 months is nearly $12 million.

SALE of WNHC-AM-FM-TV New Haven by Aldo DeDominicis and Patrick Goode and associates to Triangle Publications Inc. (*Philadelphia Inquirer*-WFIL-AM-FM-TV Philadelphia) for $5.4 million was announced by Mr. De Dominicis Friday.



MR. GOODE

MR. DeDOMINICIS

MR. CLIPP

MR. ANNENBERG

In its fourth station purchase in a year, Triangle (Walter H. Annenberg and family), is acquiring the pre-freeze ch. 8 ABC-TV New Haven outlet which has been the only vhf station in the rich mid-Connecticut area for almost five years. WNHC-TV also is supplementary CBS-TV. The am station, on ABC, operates on 1340 kc with 250 w fulltime.

The purchase, subject to the usual FCC approval, gives Triangle its fifth television and radio property. Triangle owns, in addition to the WFIL stations, WNBF-AM-TV Binghamton, N. Y.; WFBG-AM-TV Altoona, Pa.; WLBR-TV Lebanon, Pa. (subject of a protest hearing), and 50% of WHGB in Harrisburg, Pa.

Acquisition of the WNHC properties would place Triangle in the top bracket of station ownership—all accomplished in the last year under the direction of Roger W. Clipp, general manager of Triangle's radio and television division. The Binghamton stations were acquired for $3 million in May 1955; the Altoona properties for $3.5 million last January, and the Lebanon uhf outlet for $115,000 plus obligations of $125,000 last November. The latter approval has been suspended pending the outcome of a protest hearing.

All of the stock of the WNHC stations would be transferred to Triangle. Messrs. DeDominicis and Goode are principal stockholders, each with about 42% ownership.

It is understood that Mr. DeDominicis will receive $25,000 a year for five years as consultant, while Mr. Goode and his brother Michael will each receive $10,000 a year for 10 years as consultants. The transaction was handled by Howard Stark, New York. The application is due to be filed this week. No staff changes are contemplated.

Patrick Goode is president of Elm City Broadcasting Corp., licensee of the WNHC stations. His brother Michael is public relations director. Mr. DeDominicis is general manager and secretary-treasurer. The same principals also own WHAY New Britain.

WNHC is leading the protest against FCC approval of the sale of uhf stations WGTH-TV Hartford to CBS and of WKNB-TV New Britain to NBC. These sales have been set for hearing, with WNHC required to bear the brunt of proving its charges that the network purchases would lead to monopoly [B•T, May 14]. Conferences on these hearings, however, have been postponed in the light of the sales transactions.

WITI-TV Officially Opened; Uses DuMont Vitascan Color

THE FIRST STATION to make use of DuMont Vitascan color system went into operation last Monday (May 21) with official opening of WITI-TV Whitefish Bay (Milwaukee) on vhf ch. 6.

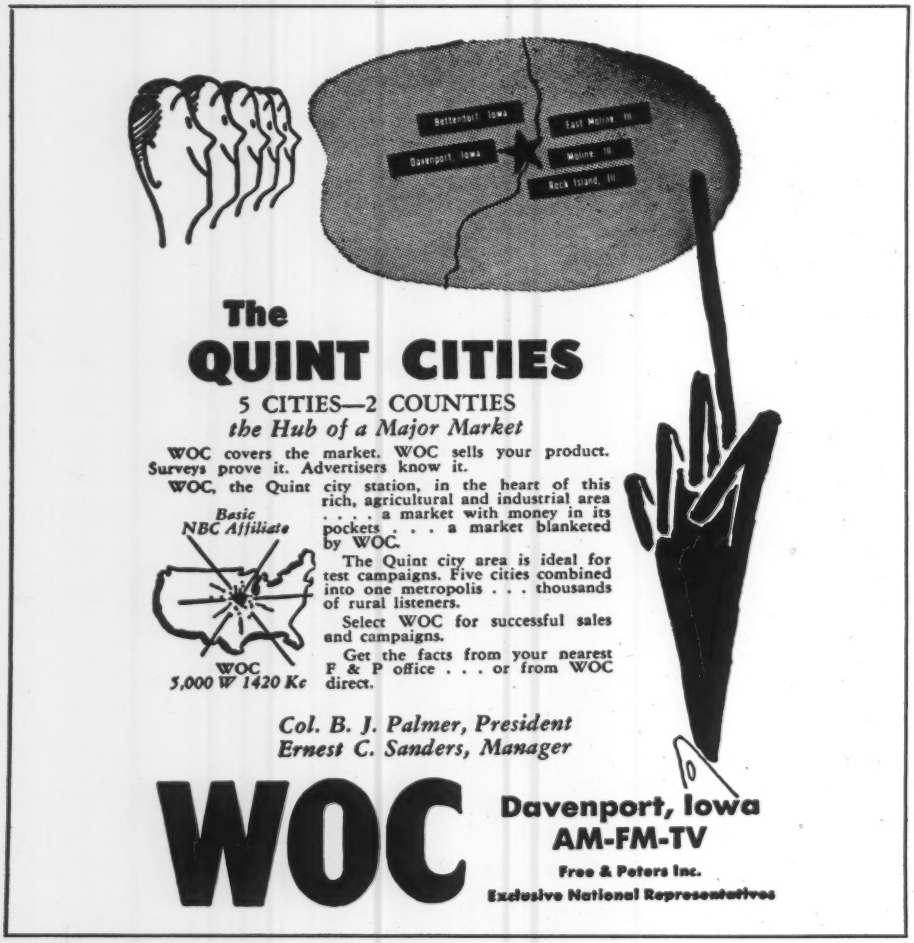
The station, licensed to Independent Television Inc., went on the air with a full-hour color dedication program featuring WITI-TV executives and local officials. WITI-TV is programming about 56 hours each week, with live shows (weather, news, children's fare), slides and films transmitted in color during the 4:30 p.m.-12 midnight schedule. Bulk of programming consists of full-length motion pictures and half-hour tv film series.

Principals in WITI-TV are Jack Kahn, president; Stanley Glen, president of Rhea Mfg. Co., vice president; Lawrence Fleischman, treasurer; Sol Kahn, Milwaukee attorney, secretary; and the following directors: Col. William Roberts, member of the Washington law firm of Roberts & McGinnis; Arthur Fleischman, Fleischman Rug & Carpet Co.; Robert Strauss, former publisher of *Omnibook* magazine; Max Osnos, president of Sam's Dept. Store.

J. I. Meyerson, former national sales representative of the Time-Life radio-tv properties, is general manager of WITI-TV.

KNX-CPRN Moves Wilkins

FULTON WILKINS, assistant general manager of KNX Los Angeles and the Columbia Pacific Radio Network, has been named eastern sales representative of KNX-CPRN, it was announced by Donald M. Ross, KNX-CPRN general sales manager. Mr. Wilkins succeeds Ralph Glazer, who was named account executive in the New York office of CBS Radio Spot Sales.


Bettendorf, Iowa
Davenport, Iowa
East Moline, Ill
Moline, Ill
Rock Island, Ill
The
QUINT CITIES
5 CITIES—2 COUNTIES
the Hub of a Major Market
WOC covers the market. WOC sells your product. Surveys prove it. Advertisers know it.
WOC, the Quint city station, in the heart of this rich, agricultural and industrial area . . . . a market with money in its pockets . . . a market blanketed by WOC.
Basic NBC Affiliate
WOC
5,000 W 1420 Kc
The Quint city area is ideal for test campaigns. Five cities combined into one metropolis . . . thousands of rural listeners.
Select WOC for successful sales and campaigns.
Get the facts from your nearest F & P office . . . or from WOC direct.
Col. B. J. Palmer, President
Ernest C. Sanders, Manager
WOC
Davenport, Iowa
AM-FM-TV
Free & Peters Inc.
Exclusive National Representatives

ESSO RESEARCH works wonders with oil

How oil helps make your dishwashing easier

In ten short years, a revolution has occurred in ways to clean dishes. No more scrubbing or dull film! Now dishes really sparkle – and so do the eyes of happy housewives. Detergents make the difference, and an essential ingredient of most of them is made from oil. By making your everyday living our everyday job, **ESSO RESEARCH** *works wonders with oil!*

ESSO

New KTHS-KTHV (TV) Home Holds Dedication Ceremonies

KTHS-KTHV (TV) Little Rock, Ark., held a formal open house last week as part of the dedication of its new combined radio-tv building. The ceremonies were aired during a 1½ hour telecast on the ch. 11 outlet. Over 6,000 people toured the new facilities in the first three hours they were open.

U. S. Senator from Arkansas, J. William Fulbright spoke briefly and cut the ribbon officially opening the doors of the building. Dedication speeches were made by B. G. Robertson, general manager of the stations; Clyde E. Lowry, secretary of the Arkansas Television Co. (the station licensee), and chairman of the board of the National Equity Life Insurance Co., and K. A. Engel, Arkansas Television president and publisher of the *Arkansas Democrat*. Arkansas Gov. Orval Faubus and Secretary of State C. G. Hall later put in televised appearances.

Twenty-eight out-of-state advertising agency executives were present at the ceremonies, having been invited by the stations and treated to a series of dinners, tours, and other festivities.

Agency personnel present from New York were: Frank B. Kemp, Compton Adv.; Frank Silvernail, BBDO; Thomas Comerford, Young & Rubicam Inc.; William Kennedy, Ted Bates & Co.; Lucy Kerwin, Kenyon & Eckhardt Inc.; Paul Clark, McCann-Erickson Inc.; Henry Cleef, McCann-Erickson; Gerald T. Gibson, Doherty, Clifford, Steers & Shenfield; Rose-Marie Vitanza, Carl S. Brown Co.; Marjorie Scanlon, Kudner Agency; James Watterson, Lambert & Feasley Inc.; William D. Smith, Lennen & Newell Inc.; Arthur Pardoll, Foote, Cone & Belding; Wally L. Rusher, Esso Standard Oil Co.; Walter Teitz, Dancer-Fitzgerald & Sample; Herbert Stott, Harry B. Cohen Adv.; Ann Janowicz, Ogilvy, Benson & Mather Inc.; Paul J. Douglas, J. Walter Thompson Co.; Lee Currlin, Benton & Bowles Inc., and Newman F. McEvoy, Cunningham & Walsh Inc.

Those from Chicago were: Genevieve Lemper, Foote, Cone & Belding; Eloise Beatty, Leo Burnett Co.; Robert Thurmond, J. Walter Thompson; Harvey Mann, H. W. Kastor & Sons Inc.; Roberta Landers, John W. Shaw Agency, and Robert Jolly, Geoffrey Wade Adv.

Marian Manzer came from Campbell-Mithun's office in Minneapolis, and Paul Girard from the Tracy-Locke Co., Dallas.

PLANS for dedication ceremonies of the new building housing studios and offices of KTHS-KTHV (TV) Little Rock, Ark., are discussed by directors of the Arkansas Television Co., licensee of the tv station. L to r, seated, William H. Bronson, chairman; K. A. Engel, president; standing, B. G. Robertson, secretary; Clyde E. Lowry, treasurer, and Henry B. Clay, executive vice president. The dedication took place last week.

$210,000 Giveaway

WDGY Minneapolis-St. Paul and KOWH Omaha, Neb., Mid-Continent Broadcasting Co. outlets, are each offering $105,000 in cash to one person in their markets. This is believed to be the largest single prize offered in the radio-tv industry.

The twin contests are to begin at 12:01 a.m. on June 7 and close at midnight, June 16. Clues as to the whereabouts of the bank drafts will be broadcast in rhyme twice daily at unannounced times to progressively narrow the area of search. Should either bank draft not be found by deadline time, the amount of prize money will be reduced to $500 and the station will proceed to give increasingly obvious clues until someone finds the hiding place.

Todd Storz, Mid-Continent president, said the drafts will be hidden in a "readily-accessible spot" within a 10-mile radius of each station. The drafts will be placed not more than 15 ft. above, nor more than five feet below ground level, he said, and will be hidden in spots which are accessible to the public, without charge, 24 hours a day.

Other Mid-Continent stations are WHB Kansas City and WTIX New Orleans. It has an application pending for the purchase of WQAM Miami.

WTRI (TV) Re-Hires Staffers In Plans for Return to Air

IN PREPARATION for return to the air of WTRI (TV) Albany (ch. 35) on June 15, William A. Riple, general manager, has announced re-employment of several former key staffers and purchase of 82 feature films from National Television Assoc., New York. WTRI (TV) suspended operations in January 1955 after 11 months on the air.

Returning staff members, Mr. Riple said, are Fred Shavor, who has been program manager of WPRO-TV Providence for past year and who will assume the same position at WTRI (TV), and Joe Kiley, recently with WPRO-TV, who will become producer-director for the station. Mr. Riple also announced addition to the staff of Al Strauss, film editor, and Herb Gindele, account executive.

Mr. Riple said 82 features purchased from NTA consist of films never shown before in Albany-Troy-Schenectady area. Current plans are to resume operations with live and film programming for two weeks, until station's affiliation with ABC-TV begins on July 1, according to Mr. Riple.

KTSA Goes Independent

KTSA San Antonio, Tex., recently-acquired by the NOEMAC chain, last week dropped its ABC and Mutual affiliations to operate as an independent [B•T, May 21]. The six other stations in the group also are independents. Charles D. Lutz continues as general manager of KTSA under the new owners and Don Keyes, formerly with KLIF Dallas, has been named program director.

WBC Names Bascom Eastern Sales Manager

PERRY B. BASCOM, director of tv sales, WOR-AM-TV New York, has been named to fill the five-month vacancy of eastern sales manager at Westinghouse Broadcasting Co., WBC General Sales Manager Alexander W. Dannenbaum Jr. is announcing today (Monday).

Mr. Bascom replaces John F. Hardesty, who left WBC Jan. 2 to join Radio Advertising Bureau as vice president.

In his new post, Mr. Bascom will work with WBC's sales representative, Peters, Griffin, Woodward Inc., and the Katz Agency, as well as individual sales managers.

WOW Puts Radio Promotion On the Road Around U.S.

A MARATHON showing of a new, pro-radio, pro-WOW Omaha slide presentation to advertiser and agency people throughout the country was launched by WOW Radio Sales Manager Bill Wiseman last week in New York.

At five consecutive luncheons at the Stork Club, Monday through Friday, he showed it to a total of about 350 agency and client people. This week he will spend in making individual showings to others in New York. Then he's taking it on the road, with presentations scheduled for other agency and advertiser representatives around the country in the next few weeks.

The presentation, which shows the advantages of radio over other media and points up the advertising values of WOW and its service area specifically, was prepared by John Blair & Co., WOW sales representatives, in collaboration with Mr. Wiseman and other WOW authorities.

Fire-Damaged WEAR Gets Quick Transmitter Service

WEAR Pensacola, Fla., whose entire transmitting plant was destroyed in a disastrous fire, was speedily put back on the air last week through fast cooperation in shipment of a new transmitter.

Howard Decker of Gates Radio Co.'s Atlanta office reported the urgent need for the equipment at 4:35 p.m. last Monday. A new Gates 1,000-w transmitter was loaded at company headquarters in Quincy, Ill., and was on its way by chartered truck at 8:30 p.m. the same day, arriving in Pensacola late the following day (May 22).

KGW Appoints Eichhorn

JOHN H. EICHHORN, assistant to the vice president and general manager of KING-AM-TV Seattle, last week was appointed station manager of KGW Portland, Ore., succeeding James Mount, who has resigned effective May 31.

MR. EICHHORN

Mr. Eichhorn had been with KING as commercial and station manager for several years. Before that he had been sales manager of KIRO Seattle, entering the radio field in 1944.

"I read Ad Age from page one to the back cover"

says **LARRY L. MACK**
President
Slenderella International

LARRY L. MACK

Mr. Mack founded the first of his chain of slenderizing salons in 1948. Previously, he had been sales manager of a financial firm, paymaster aboard the carrier Bataan during the war, and had attended Drury College, Missouri University and Harvard Graduate School of Business Administration.

Slenderella has had a phenomenal growth. From five salons in 1951, it had jumped to 120 by 1956, with eight new ones being opened monthly. Present locations include Paris, Zurich, Honolulu and Toronto besides U. S. cities, and 1956 schedules call for new salons in Dusseldorf, Amsterdam, Brussels, Milan, Rome and Caracas.

"Ad Age not only keeps me posted on current events in the advertising world, but gives me a keen insight into the psychology and significance of advertising. I take it home so that I can read it leisurely from page one right through to the back cover. Several ideas have emerged out of this which I have successfully put into practice in my own business."

Advertising Age gets cover to cover readership from most of the sales, advertising and marketing executives who are important to you. For keeping posted, for getting sharp insights into current markets and marketing, for a wealth of ideas to be adapted and developed, Ad Age is vitally important—not only to those who *activate* important media decisions, but to those who *influence* these decisions.

Slenderella International, for example, is carrying an advertising budget of $2,000,000 this year. Its schedule includes newspapers and magazines, with spot broadcast accounting for a substantial part of its advertising efforts and growth. In his radio time, Mr. Mack leans towards "friendly" personalities on various stations, while his tv spots feature interviews between Eloise English, his executive vice president, and wives of famous movie stars.

Consistent, intensive readership of Ad Age like Mr. Mack's is a "must" for most top advertising and marketing executives in national advertising companies. It's a Monday morning-Monday evening habit with most agency executives, too, as indicated by its nearly 9,000 paid-subscriptions among advertising agencies. With this quality of readership permeating throughout its unmatched 32,561 ABC paid-subscriptions representing 124,000 total readers, Advertising Age **is a most powerful medium available for swinging broad**cast decisions your way in 1956.

Advertising Age
THE NATIONAL NEWSWEEKLY OF MARKETING
FCC Moves to 'Drop In,' Not 'De Intermix'
The Broadcasting Industry
High Prices, Not Enough Programs, Poor Tubes Still Held Up Color TV
Scene or Scope in News Coverage? TV Wants 'Em Both
American Aviation Resigns from ABC and Blasts Evasion in Auditing Free Copies

important to important people

200 EAST ILLINOIS STREET • CHICAGO 11, ILLINOIS

1 Year (52 issues) $3

ABC ABP NBP

KTLA (TV) Completes Move To Sunset Blvd. Headquarters

KTLA (TV) Los Angeles has completed moving its studios from 721 N. Bronson Ave. to 5800 Sunset Blvd., Hollywood. KTLA has been partially operating from the Sunset lot since 1955.

Final phases of the move were accomplished in an overnight operation without the station losing any air time.

KTLA's old studios, on Bronson Ave. will revert to Paramount Pictures, the station's parent company.

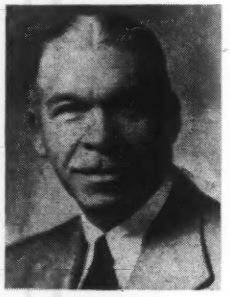
WICC Publishes New Rates

ADJUSTMENT in certain rates and time classifications goes into effect June 1 at WICC Bridgeport, Conn., according to Manning Slater, vice president and commercial manager. The rate changes will amount in general to a 20% increase in the daytime rate (6:30-10 a.m.) and a 20% reduction in nighttime (7-10 p.m.), while the period 10 a.m.-7 p.m. will go up about 10% in rates. The new policy follows WICC's withdrawal from the Yankee Network and MBS.

Under the new rate card (No. 18), Class A time changes from 6:30 a.m.-noon to 6:30 a.m.-10 a.m., with the one-minute announcement upped from $25 to $30. Class B includes all other time periods, with nighttime Class B rates changed to bring the 7-10 p.m. period under a cut from $18 to $12 for one-minute announcements, and a 10-midnight reduction from $12.50 to $10 for one-minute announcements.

McCarthy to Join Gerity

RESIGNATION of James E. McCarthy as dean of the College of Commerce of Notre Dame U., effective June 1, was announced last week.



MR. McCARTHY

Mr. McCarthy will become vice president in charge of education and public service programs for the Gerity Broadcasting Co. (WNEM-TV Bay City, Mich.; WPON Pontiac and WABJ Adrian, Mich.) and also will establish his own management-consultant business in the midwest.

Mr. McCarthy has been dean of the Notre Dame College of Commerce since 1926. Upon his resignation, Mr. McCarthy will become dean emeritus of the college.

KFRE-TV to Go Full-Time

KFRE-TV Fresno, Calif., will expand to full schedule operation June 5, Ed Frech, station manager, announced last week. He said the ch. 12 outlet will sign on at 6:55 a.m. and broadcast until midnight. KFRE-TV, a basic CBS affiliate, went on the air May 10, operating with maximum power of 316 kw. Mr. Frech stated early reception reports from about 90 cities in central California indicate excellent coverage over a 100 mile area north, west and south of the station's transmitter location.

WNBQ (TV) Color Clinics Open to All Sponsors, Agencies

WNBQ (TV) Chicago is throwing open its color orientation clinics to all agencies and their clients for product tests, it was announced Tuesday by Floyde E. Beaston, sales manager of the NBC-owned station.

Needham, Louis & Brorby Inc. was the first agency to avail itself of the opportunity to observe product demonstrations on color television. A number of advertisers, including Swift & Co., Armour & Co., Peter Hand Brewing Co., Coca-Cola and Libby, McNeill & Libby, are participating in the clinics, launched last March before WNBQ began all-color operation.

Agencies and clients conduct color and lighting tests on products, packaging, trademarks and other visual aids during the sessions, held in cooperation with WNBQ's engineering, programming and production facility staffs. Sessions are conducted each Wednesday, 3-5 p.m.

Products are placed before color cameras under actual studio conditions and agencies and clients may observe the demonstrations on conventional monochrome and color tv monitors.

KDAY Announces Plans For New L. A. Studios

KDAY Santa Monica, Calif., has announced plans for the building of new studios and offices in Los Angeles. It will be the first independent radio station to have facilities in its own building in Los Angeles.

Construction of the contemporary-design building at the northwest corner of Sunset Blvd. and Sweetzer is to begin June 15, according to J. D. Funk, president, and George A. Baron, vice president and general manager of the 10 kw station.

Each of the three studios is to be an individually-supported, sound-proof area. The front of the building will consist of a series of indirectly-lighted, ceramic veneer recessed panels forming a pictorial pattern.

McGavren-Quinn Co. Opens Chicago, New York Offices

McGAVREN-QUINN Co., San Francisco and Hollywood representative firm, has opened offices in New York and Chicago. New York offices are at 33 West 42nd St. and Chicago offices are at 612 North Michigan Ave.

Jack Davis will serve as eastern manager, it was announced last week by Daren McGavren, the firm's president. At the same time Mr. McGavren announced that McGavren-Quinn has taken over representation of KTRB Modesto, Calif.; KSRO Santa Rosa, Calif.; KONE Reno, Nev., and KTOO Las Vegas, Nev.

Coming: 'Sports Showcase'

A NEW SPORTS SHOW to be entitled *Sports Showcase* and to be programmed each night Monday-Friday in the 11-midnight slot, is slated to make its appearance on WATV (TV) Newark, N. J. The new program, featuring interviews with prominent sports figures, film highlights, and other sports features, will originate from Al Schacht's New York restaurant, beginning May 28. Co-host will be Max Kase, New York sports editor, and Dr. Joyce Brothers, the psychiatrist who won $64,000 on the CBS-TV program, *The $64,000 Question*, for correct answers on boxing. Jerry Gross is the producer and Joe Roberts the executive producer.

The Best Beat In Broadcasting Is SESAC's Great Jazz Series

Dick Maltby . . . Eddie Safranski . . . Billy Butterfield . . . Lou Stein . . . Stan Freeman . . . Skitch Henderson . . . Will Bradley . . . Tony Mottola . . . Jimmy Abato . . . Stan Webb

These are just a few of the great jazz artists who are yours in the SESAC Library's famous Series "N" . . . a jazz series that brings you "the best music in America" from the

SESAC TRANSCRIBED LIBRARY
(now also available in sections)

sesac 475 FIFTH AVE. NEW YORK 17, N. Y.

Celebrating Our 25th Anniversary

Justice Dept. Digging Into Philadelphia Rates

POTENTIAL charge that Philadelphia radio stations conspired to maintain rates was in the making last week in Philadelphia—after 10 Quaker city standard broadcast outlets and the Philadelphia Broadcasters Assn. were served with subpenas by U. S. marshals.

The subpenas, requested by the anti-trust division of the Dept. of Justice, asked for documents and correspondence from 1952 concerning rate fixing, rate maintenance, charges in rates at a fixed time, agency recognition standards, standard contract form for political broadcasting, standard advertising contracts, fixing of salaries for employes and talent, standard policies regarding department store or chain store advertising, use of uniform standards for broadcasts, filing of information on rates and contracts with a central office.

The stations were ordered to furnish this information to a Philadelphia Grand Jury June 4.

At issue, it is believed, is the Philadelphia Broadcasters Code adopted by the Philadelphia Broadcasters Assn. last year. This was a pledge not to cut card rates. The PBA is headed by William Casky, WPEN Philadelphia. Also involved, it is understood, is a joint telegram sent by Philadelphia commercial managers to Dancer-Fitzgerald-Sample in response to its wire last year asking radio stations to inform the agency what its lowest rate was for a prospective advertising campaign. The response was said to declare that the stations maintained their rate card tariffs. WCAU Philadelphia was not a signatory to this wire, it was learned.

The subpenas were served on WIP, WIBG, WRCV, WJMJ, WPEN, WCAU, WFLN, WHAT, WTEL and WFIL. There is some question whether WRCV is accountable, since it only recently was taken over by NBC from Westinghouse. Under NBC's ownership, it is not a member of the PBA.

The PBA met last Wednesday to consult with attorneys. It was the consensus, it was reported, that the Grand Jury would find little ammunition in its investigation to provide the basis for an official suit.

Fast—and in Color

ANTICIPATING the day it will be using color for local news programs, KIMA-TV Yakima, Wash., reports that it is turning out colored news film in 49 minutes, nearly half the 90 minutes recommended by experts.

The process is the result of experiments by Robert H. Horn, the station's chief photographer, who says that he was "pleasantly surprised" with the good quality film produced. For nearly three years, KIMA-TV's photo department has been processing its own black and white film in only 15 minutes.

Mr. Horn is satisfied that the speed gained in processing is well worth what loss there may be in permanency of the print. To accomplish the fast processing, washing time is cut from 23 to four minutes, shortstop time of two minutes is cut in half as is the fixing time of four minutes. Drying is speeded up with a combination of heat and forced air in a tank specially constructed by the KIMA-TV photo department.

Fm Music Selections Listed By Philadelphia Newspaper

AS THE RESULT of a survey by the *Philadelphia Daily News* which shows that "an overwhelming number of residents of the Greater Philadelphia area own fm receivers or combination am-fm sets," the newspaper now is listing fm music selections on its radio pages.

The *News* survey found that almost 70% of those who have access to fm stations listen to them both during the day and in the evenings.

The newspaper also set another precedent among Philadelphia papers last week by highlighting "Tv Tips for Tonight" on its front page two-minute news summary, giving top television shows the same placement as top news stories printed in the Quaker City's only daily tabloid.

Rose Joins Blair

JOE ROSE has been appointed business manager of John Blair & Co., national radio representatives, effective Friday, it was announced last week by John Blair, president. Mr. Rose, who has been a certified public accountant with the firm of Touche, Niven, Ailey & Smart in Chicago, will make his headquarters in New York.

Ore. Democrats Pick Holmes

ROBERT D. HOLMES, general manager of KAST Astoria, won the Democratic nomination for governor of Oregon in that state's primary election May 18. Mr. Holmes will run against incumbent GOP Gov. Elmo Smith in the fall.

Cash Registers are Singing in the WBRZ Area because:

POPULATION IS UP **84%**

EFFECTIVE BUYING INCOME IS UP **100%**

FOOD STORE SALES ARE UP **209%**

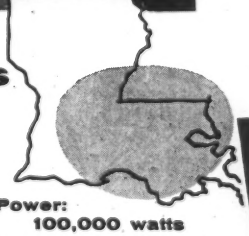
—Sales Management's area growth ratings, 1945-1955

NBC-ABC

Represented by Hollingbery

$899,481,000.00 spendable dollars from OIL, GAS, CHEMICALS, SULPHUR, INDUSTRY, AGRICULTURE

—and only one TV station completely covers this rich heart of Louisiana



Power: 100,000 watts

Tower: 1001 ft. 6 in.

WBRZ Channel **2**

BATON ROUGE, LOUISIANA

KCBQ San Diego Plans Glass Studios, Offices

KCBQ San Diego, of the Bartell group, plans to display its broadcast activities to the public 24 hours a day behind the glass walls of a $200,000 studio and office building, construction of which will start next month.

Larry Buskett, KCBQ general manager, said the building will be completed by early November. The independent station operates on 1170 kc with 5 kw.

Kitchen Joins Hollingbery

APPOINTMENT of Ernest W. Kitchen as an account executive in the Boston office of John Blair & Co., radio station representatives, effective Friday, is being announced today (Monday) by John Blair, president. Mr. Kitchen, currently an account executive for WHDH Boston, previously was manager of the premium merchandising division of Robert F. O'Brien Co., sales and merchandising consultants.

MR. PATTYSON MR. KITCHEN

Mr. Blair also announced that Bruce G. Pattyson, manager of the Boston office since July 1953, will specialize in spot television sales for Blair-Tv, national representative of television stations.

REPRESENTATIVE APPOINTMENTS

WTRI-TV (ch. 35) Albany, N. Y., which returns to air July 1 as ABC-TV affiliate, appoints Venard, Rintoul & McConnell, N. Y., national representative. Station is owned and operated by Stanley Warner Corp., parent of Cinerama Inc.

WGTC Greenville, N. C., and **WVOT Wilson, N. C.,** name Devney & Co., N. Y., for national sales.

REPRESENTATIVE PEOPLE

Robert F. Jones, Adam J. Young Inc., N. Y., to the Branham Co., N. Y., as member of radio sales staff.

Alan Ewald, radio-tv research supervisor for NBC Spot Sales, named administrator of represented stations.

Peter F. Yaman, WABC New York account executive, to Young Television Corp., N. Y., station representative, in similar capacity.

Ralph Glazer, eastern sales representative, KNX Los Angeles, to CBS Radio Spot Sales, N. Y., as account executive.

REPRESENTATIVE SHORTS

Young Television Corp., N. Y., tv station representative, reports more than double tv business volume for this year's first quarter over last year. Tv volume is up 129%, while radio volume at Adam Young Inc., radio station representative, rose 24%.

VARIED FARE MARKS NATIONAL RADIO WEEK

One hour of silence by four Duluth, Minn., area stations stresses importance of aural medium. NBC presents excerpts of recorded highlights of 30 years of network broadcasts.

PERHAPS the National Radio Week observance with the most impact was the promotion of all Duluth, Minn., area stations. Without any advance notice of any type, they remained silent for one hour (7:30-8:30 a.m.) to begin the week's celebration.

The mass shutdown was held to impress upon area residents the important part radio plays in their everyday lives. Participating stations were KDAL, WEBC and WDSM Duluth-Superior and WKLK Cloquet, Minn.

Hundreds of phone calls were received by all four stations from listeners who usually wake up by clock radios. Radio repair shops were swamped with sets that worked perfectly and local garages reported a flood of motorists seeking repairs on their car radios. Civil Defense authorities were notified beforehand to forestall any public alarm.

Further reports on National Radio Week promotions [B•T, May 21, 14] were reported as follows:

With H. V. Kaltenborn narrating, NBC presented excerpts of recorded highlights of 30 years of NBC broadcasts in a 55-minute program during NRW called *Recollections at 30.* Included were an eye-witness description of the bombing of Manila, news flashes on the electrocution of Bruno Richard Hauptmann, the scuttling of the German *Graf Spee,* announcement of the attack on Pearl Harbor, the declaration of war against Japan, and an eye-witness description of action in the Korean War.

In the political field there was part of a Huey Long broadcast, Mr. Kaltenborn's 1948 election-night prediction of the defeat of President Truman by Thomas E. Dewey and Mr. Truman's subsequent mimicry of Mr. Kaltenborn. Ben Grauer, veteran announcer, presented part of a Walter Damrosch program on music, played an excerpt from Arturo Toscanini with the NBC Symphony and replayed his own description of the final Toscanini broadcast.

There were bits of two soap operas—*Just Plain Bill* and *One Man's Family*—and parts of quiz shows of radio's earlier days, including *Pot O' Gold, Truth or Consequences* and *Quiz Kids.* Other shows excerpted included an Arch Obeler drama; Fred Allen's quiz-show take off called *Break the Contestant, Baron Munchausen, March of Time,* Little Jack Little, *Kraft Music Hall,* Ben Bernie, *Amos 'n' Andy* and *Fibber McGee & Molly.*

Hayes Talk

Arthur Hull Hayes, president of CBS Radio, appeared on the network's *News of America* program and provided an appraisal of radio's future. Mr. Hayes contended that radio is "greater now than it has been at any time in its 34-year-old history," pointing out that thus far in 1956 the sale of radio sets is higher than in 1955, when 14 million sets were sold. He cited two "outstanding attributes" of radio: Its immediacy and its "companionability," meaning that radio "can move with the listener from room to room or from coast to coast."

WOKO Albany, N. Y., recorded a message from the mayor proclaiming NRW "as a tribute to the people of our community engaged in the radio broadcasting industry" and to an industry "which has provided immeasurably, information and entertainment for the cultural edification of our community." The station made the recording available to other Albany radio outlets.

WTSV Claremont, N. H., and local members of the radio industry were honored by the Kiwanis Club at a special meeting "for the role they are playing in making democracy work through championing freedom of expression."

WBTN Bennington, Vt., decorated a window in the Vermont Bank & Trust Co., carrying out the "Radio Is Exerywhere" theme.

Tying in its NRW promotion with Armed Forces Day, WNHC New Haven, Conn., moved its broadcast activities to a house trailer located on the city's main intersection. Sidewalk interviews were held, keyed to give an indication of how many radios each home possessed and the type of programs preferred. The answers indicated that the average home contains three radios, with the kitchen the most popular room.

Bay State Resolution

A resolution adopted by the Massachusetts State Senate May 18 commended the radio industry as a whole, including specifically members of the Boston local of the American Federation of Television & Radio Artists for "remarkable achievements" and "contributions in promoting the happiness and the welfare of the people." A scroll of the resolution was presented to the Boston local of AFTRA and was accepted by Richard Tucker, WBZ Boston, local AFTRA president.

WILY Pittsburgh gave away a radio every hour for eight hours May 18 and now is conducting a contest among agencies and newspaper personnel asking them to guess the number of entries received for the free radios. A General Electric portable will go to the closest guess.

Originating from the studios of WPTF Raleigh, the North Carolina Assn. of Broadcasters sponsored a statewide two-hour program May 20, "Operation Radio—1956," with material furnished by over 50 stations. The program was written and edited by Add Penfield, WBIG Greensboro, and J. B. Clark, WBT Charlotte. All tapes were edited and compiled by Dan Griffin, WBIG. Jefferson Standard Life Insurance Co. picked up the tab for the cost of preparing and originating the program.

"Radioactive Wednesday" was the highlight of WAJR Morgantown, W. Va.'s NRW celebration. Celebrities and advertisers ran the station for the day, with Miss West Virginia, Carolyn Miller, conducting a disc jockey show.

KROC Rochester, Minn., ran a contest to find the oldest working radio in Rochester, with a clock radio going to the winner. In addition, several downtown stores displayed NRW windows and the station's personnel made speaking appearances during the week before various civic clubs.

NRW was launched in Kansas City by Kevin Sweeney, Radio Advertising Bureau president, who spoke to the local Advertising & Sales Executives Club. Mr. Sweeney closed NRW in Cleveland, addressing the local Ad Club on "The Second Miracle." Mr. Sweeney said that radio is the "salvation" of small and middle-sized advertisers who must "do a big advertising job with relatively little money."

Seven Cleveland radio stations (WHK, WGAR, KYW, WERE, WJW, WDOK and WSRS) participated in a NRW contest in which

more than half*

of all TV Towers over 1,000 feet

BEAR THIS IDECO PLATE

...and so do hundreds of other radio and TV towers, all over the world.

Just a year ago we reported "Over 40% of all TV towers over 1,000 feet tall are towers by Ideco." TODAY OVER 50% are labelled "Built by Dresser-Ideco Company."

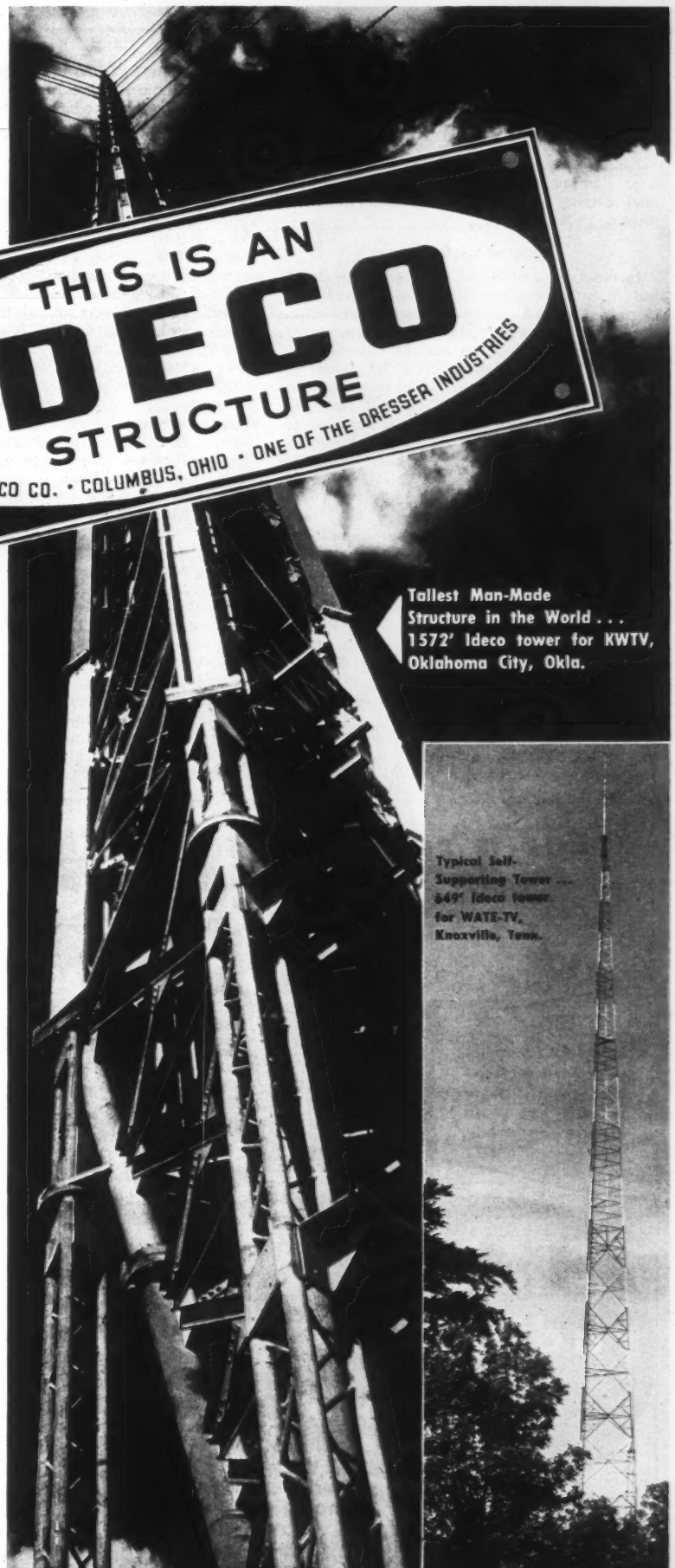
MORE TALL TOWERS have been built by Dresser-Ideco than by all the other tower companies combined!

No, we're not bragging just to inflate our own ego. Rather, we're reminding you of that very essential intangible in your tower job . . . peace of mind . . . the feeling of complete security that is yours when you deal with the leader. Your confidence is well placed in Dresser-Ideco's *proven ability* to design, fabricate and construct the tower you need . . . whatever the height, whatever the antenna and wind load requirements.

All the way from knowledgeable counsel in early planning, through to a complete final inspection . . . you can place your trust in the world's most experienced tower engineers.

So when you're ready to push up for greater coverage . . . or when you're planning a new station . . . come to Dresser-Ideco. Write us, or contact your nearest RCA Broadcast Equipment representative.

*Tower height data from TV Factbook, Spring, 1956



Tallest Man-Made Structure in the World . . . 1572' Ideco tower for KWTV, Oklahoma City, Okla.

Typical Self-Supporting Tower . . . 649' Ideco tower for WATE-TV, Knoxville, Tenn.

IDECO

DRESSER-IDECO COMPANY

One of the DRESSER INDUSTRIES

COLUMBUS 8, OHIO

Branch: 8909 S. Vermont Ave., Los Angeles 44, Calif.

Tall or Short . . . for TV, Microwave, AM, FM . . . IDECO Tower "Know-How" Keeps You on the Air

the winner won an all-expense-paid trip for two to Bermuda. Eight consolation prizes of portable radios also were awarded. One of the consolation winners reported a total of 18 radios in his home.

Illinois Governor William G. Stratton issued a proclamation in behalf of NRW at the annual meeting of the Illinois Broadcasters Assn., meeting in Springfield.

Moscow on the Air

In observance of NRW, WNDU South Bend, Ind., tried to penetrate the Soviet Union's Iron Curtain May 18—and was partly successful. Lamont McLoughlin, station's newsman, placed a transoceanic telephone call to Nikolai Bulganin, Soviet Union premier, as Dr. John M. Fizer, Iron Curtain escapee, stood by to conduct the interview in Russian. Marshall Bulganin was not available and the call was switched to his secretary, who promised to relay station's questions for his consideration later. While the questions went unanswered, WNDU tape recorded the phone conversation and aired it that evening.

KFAB Omaha used its four mobile units to plug NRW, plus heavy on-the-air promotion. Each of the mobile units carried signs boosting radio's outstanding features.

A booth, featuring a complete control room, at the Greater Enid Home Show highlighted the NRW activity of KGWA Enid, Okla. During the four days of the home show, KGWA originated 26 hours of programming from the booth and attracted 19,983 visitors in the city of 36,017.

Fred Wolf, WXYZ Detroit disc jockey, moved his "Wandering Wigloo" house trailer to downtown Detroit for NRW originations. Mayor Albert E. Cobo designated Washington Blvd. as "Radio Row" in honor of radio's week.

KMOX St. Louis, which gave away portable radios to boost NRW, received 251,038 pieces of mail in seven days as a result of the promotion.

Naraweguan (National Radio Week Guest Announcers) was the theme of the KWAT Yankton, S. D., observance. Over 100 sponsors and their employes appeared on programs during NRW. Upon completion of their air time, they were presented with a Naraweguan award. The station secured proclamations signed by the mayors of all the towns in a nine-county area surrounding Watertown, which were published in the daily and weekly newspapers of the area.

KOTA Rapid City, S. D., used a different promotion for every day of NRW, beginning with the selection of KOTA's "Mother of the Year." The week was highlighted by a free "KOTA Radio Dance Jamboree" in the City Auditorium. In addition to the regular daily promotions, the station sent a red rose each day of NRW to all persons hospitalized in Rapid City.

Colorado Springs Mayor Harry C. Blunt issued a NRW proclamation and made KRDO personalities "honorary" city officials. Disc Jockey Wes Bradley was named "Commissioner of Comedy," Sports Director Jack Finlayson "Honorary Sports Chief" and night disc jockey Frank Van Vleave "Honorary Night Mayor of Colorado Springs."

KNBC San Francisco asked listeners to participate in NRW through a public service project and a letter-writing contest on "Why I Like Radio." An appeal for old radios for boys and girls cared for by Community Chest agencies was made on local shows, with the U. S. Marine Corps Reserve picking the radios up and putting them into working order. The station devoted all available spot announcements to NRW.

Floyd Wynne, KFLW Klamath Falls, Ore., commercial manager, spent two months preparing a 40-minute tape recording of outstanding radio news events and period music over the past 30 years, which was used in that station's NRW promotion. The tape was first played when Mr. Wynne spoke to the local Lions Club to kick off the week set aside for radio.

Wheeling Wheeldon

DELVINA WHEELDON, housewife and WCKY Cincinnati, Ohio, women's personality, flew in an Air Force F-94 jet aircraft at 830 miles per hour—through the sonic barrier. She is the first civilian woman passenger to ever fly through the barrier, station Promotion Manager Robert M. Fleming has reported.

The trip was made as part of Mrs. Wheeldon's campaign to rid mothers of their fears regarding their sons' entrance into the air arm and jet training.

Mrs. Wheeldon felt "this would permit me to talk woman-to-woman from actual experience and reassure them by an account of all the safety factors and precautions involved." The Air Force granted her request, giving her a four-day round of lectures and practice in the use of oxygen masks and bail-out equipment.

The Air Force is going to use her commentary as part of its 26-program series being prepared in observance of the USAF's "decade of security through global air power," with emphasis on the Continental Air Defense system.

WCKY Cincinnati women's personality DelVina Wheeldon displays a grin of confidence after riding in an Air Force F-94 jet airplane piloted by Lt. Robert Kline through the sonic barrier at 830 miles per hour. Mrs. Wheeldon was trying to allay the fears of mothers whose sons may get into jet flying.

Mrs. Wheeldon is also preparing a 13-program series in cooperation with the Air Force's Continental Air Command for use by WCKY. The AF plans to use her series as a pilot study in preparing locally-originated programs in behalf of the air arm in other cities. A local women's personality in each city will do each series.

For a real Sales KNOCKOUT in the Detroit area

CKLW-TV penetrates a population grand total area of 5,295,700 in which 85% of all families own TV sets.

CKLW-TV channel 9

325,000 WATTS

CKLW radio 800 kc

50,000 WATTS

CKLW radio covers a 15,000,000 population area in 5 important states. The lowest cost major station buy in the Detroit area.

THE MOST POWERFUL RADIO AND TELEVISION COVERAGE IN THE MARKET!

Adam Young Television Corporation National Rep.

Guardian Bldg., Detroit

J. E. Campeau President

NOTICE TO EDITORS—This advertisement currently appears in leading national magazines. For more than 30 years, Metropolitan Life has sponsored similar messages on national health and safety. Because of public interest in the subject matter of these advertisements, Metropolitan offers all news editors (including radio news editors), free use of the text of each advertisement in this series. The text may be used in regular health features, health columns or health reports with or without credit to Metropolitan. The Company gladly makes this material available to editors as one phase of its public-service advertising in behalf of the nation's health and safety.

MEN* Fully clothed, 1 inch heels

HEIGHT	5'3"	5'4"	5'5"	5'6"	5'7"	5'8"	5'9"	5'10"	5'11"	6'	6'1"	6'2"	6'3"
Small Frame	119-128	122-132	126-136	129-139	133-143	136-147	140-151	144-155	148-159	152-164	157-169	163-175	168-180
Medium Frame	127-136	130-140	134-144	137-147	141-151	145-156	149-160	153-164	157-168	161-173	166-178	171-184	176-189
Large Frame	133-144	137-149	141-153	145-157	149-162	153-166	157-170	161-175	165-180	169-185	174-190	179-196	184-202

WOMEN* Fully clothed, 2 inch heels

HEIGHT	4'11"	5'	5'1"	5'2"	5'3"	5'4"	5'5"	5'6"	5'7"	5'8"	5'9"	5'10"	5'11"
Small Frame	104-111	105-113	107-115	110-118	113-121	116-125	119-128	123-132	126-136	129-139	133-143	136-147	139-150
Medium Frame	110-118	112-120	114-122	117-125	120-128	124-132	127-135	130-140	134-144	137-147	141-151	145-155	148-158
Large Frame	117-127	119-129	121-131	124-135	127-138	131-142	133-145	138-150	142-154	145-158	149-162	152-166	155-169

Checked your weight lately?

If you are one of the many millions of Americans who've gained unneeded pounds, consider these facts:

1. At ages 20 and over, men and women who are considerably overweight have a mortality rate about 50 percent higher than their "trim" contemporaries.

2. High blood pressure occurs more than twice as often in overweight people as in thinner people.

3. Studies show that 85 percent of adult diabetics were overweight at the onset of their disease.

So, it's evident that excessive poundage burdens more than your two feet. In fact, overweight can impair the function of many vital organs and hence is associated with many life-shortening conditions.

On the other hand, if you reduce . . . *and keep your weight down* . . . you should increase your chances for long life and good health. You will certainly look and feel better . . . and have greater stamina, too.

Yet, some quick-reducing diets may be almost as bad for your health as the constant stress of overweight. It is wise, therefore, to avoid all diets unless they are prescribed by your doctor.

So, when you plan to reduce, start with a visit to your doctor. He will determine your desirable weight . . . and, most important, he will give you a sound, balanced, varied diet that everyone needs whether reducing or not.

If you are overweight and want to reduce surely and safely, these "do's and don't's" may help you:

Do say "no" to all high-calorie foods . . . rich desserts, gravies, sauces and social-hour tidbits.

Do exercise moderately as this will keep you in trim and help burn up unneeded calories.

Don't use any "reducing drugs" except on your doctor's recommendation.

Don't give a second thought to second helpings . . . no matter how tempting they may be.

Don't expect immediate good news from the scales. In fact, rapid weight loss may be harmful. One or two pounds a week is a safe, sensible rate of weight loss.

* *Desirable weights for men and women of ages 25 and over based on numerous Medico-Actuarial studies of hundreds of thousands of men and women.*

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Metropolitan Life Insurance Company

(A MUTUAL COMPANY)

1 MADISON AVENUE, NEW YORK 10, N. Y.

STATION PEOPLE

Lincoln A. Mayo, sales and production manager, WJMS Ironwood, Mich., and Indianhead Network, appointed commercial manager, WBSE Hillsdale, Mich. **Ray Wells,** chief announcer, WJMS, to WSTR Sturgis, Mich.

Philip Fuhrman, formerly with ABC and DuMont networks, to WBMS Boston as sales and promotion manager.

Carl Q. Anderson, formerly chief engineer of KGLN Glenwood Springs, Colo., and recently with KOA-AM-FM-TV Denver, to Western Slope Broadcasting Co. (KREX-AM-TV Grand Junction, Colo.) as operations manager of KFXJ-TV Montrose, Colo., to go on air sometime next month as KREX-TV satellite.

Jerry Merritt promoted from assistant chief engineer to chief engineer at WICS (TV) Springfield, Ill. He succeeds **Bazil O'Hagan,** resigned to join WNDU-TV South Bend, Ind., in similar capacity.

David L. Waite, news and sports director, WFOR Hattiesburg, Miss., to WDAM-TV Hattiesburg as assistant operations manager and sales service director.

Joel L. Levy, continuity and promotion director, WKNY Kingston, N. Y., to same post at WKNY-TV.

Ronald C. Beck, member of CBS-TV's program promotion staff, named assistant sales promotion manager of WCBS-TV New York.

Phil Sheridan, morning personality, WFIL Philadelphia, appointed assistant program director.

Charles K. Bibby, announcer, WEAM Arlington, Va., to WWDC Washington as assistant program director, succeeding **Norman Baum,** now program director of WEBB Baltimore.

Taylor G. Benson, news staff, WISN-TV Milwaukee, named to head WISN radio news department.

LeRoy V. Bertin, promotion and sales development director of WNBF-AM-TV Binghamton, N. Y., resigned to join United Insurance Co., Detroit, in executive capacity.

John Supple, former Cleveland, Ohio, real estate dealer, to sales staff, WGAR Cleveland.

G. Spender Prankard, account executive, Moloney, Reagan & Schmidt, newspaper representative firm, to WABC-TV New York, as account executive.

Sam B. Schneider, home and farm director, KVOO-AM-TV, named marketing-promotion director. **Carl Meyerdirk,** associate home and farm director, appointed to succeed Mr. Schneider as home and farm department head.

MR. MEYERDIRK MR. SCHNEIDER

Marge Given, formerly with KWWL Waterloo, Iowa, to WLBK DeKalb, Ill., as continuity chief.

Milo Townes, program director, WSRS Cleveland, Ohio, to WHK Cleveland, for twice weekly program.

Dick Barrett, disc jockey, WTVB Coldwater, Fla., to KHMO Hannibal, Mo.

Bob Conners, disc jockey, WJET Erie, Pa., to WGR Buffalo, N. Y.

Norm Serles, former director, WHAM-TV Rochester, N. Y., returned to station in same capacity.

Bill Miller, WMON Montgomery, W. Va.; **Frank Starling,** program director, WBCR Christiansburg, Va., and **Stewart Yarbro,** WCEF Parkersburg, W. Va., to WKNA Charleston, W. Va., as disc jockeys. **Tom Gause,** Star Newspapers Inc., Washington, N. C., to WKNA as head of new local news bureau.

Joseph P. Cullinane, publicity director, WBZ-AM-TV Boston, to WEEI Boston as sales promotion manager.

Allen Wannamaker, vice president and general manager, WBIG Greensboro, N. C., elected president of Advertising Club of Greensboro.

Edward M. Tink, maintenance supervisor, WLAC-TV Nashville, Tenn., appointed chief engineer. **Thomas W. Patterson,** engineering staff, named maintenance supervisor.

Michael Sands, business manager, WGBB Freeport, N. Y., named program director. **Syl Reilly,** entertainer and radio personality, appointed director of public service programming.

ROBERT PETERSON, general manager of the Hotel Cleveland, Cleveland, Ohio, signs for a summer saturation spot campaign over KYW-AM-TV there on behalf of the Hotel Corp. of America. The hotel chain's spot campaign, said to be the first use of Cleveland radio-tv by a hotel or hotel chain, will be aimed at traveling motorists and will emphasize the advantages of a Cleveland stopover. Witnessing the contract-signing are Albert P. Krivin, KYW-TV sales manager (l), and Dick Woodruff, radio-tv manager, Griswold-Eshleman Co., Cleveland advertising agency. Hotel Corp. of America will use a radio-only campaign on two other Westinghouse stations, WBZ Boston and KDKA Pittsburgh.

Ernie Ashley, formerly sports and news director to WOWO Fort Wayne, Ind., appointed program director of WCOL Columbus, Ohio. He succeeds **Gerald MacFarlane,** resigned, and also will head station's sports department.

Mel Pinsel, account executive, WBBM Chicago, father of girl, Monica Allison, May 9.

James R. Croy Jr., 68, one of founders of WMTR Morristown, N. J., died May 13 after long illness. He was active in station operation until his death.

Bernard Rosen, director, WTVJ (TV), father of boy, Randy Allen, May 8.

Bill Maloney, sales staff, KXOK St. Louis, Mo., father of girl, Kathleen Ann.

Jeanne Edwards, performer, WTRF-TV Wheeling, W. Va., married May 19 to **Robert Kaiser,** staff director.

Malcolm M. Romberg, 53, engineering technician at WBBM Chicago for 17 years, died in Presbyterian Hospital May 12.

Jack Ellsworth, program director-disc jockey, WALK-AM-FM, Patchogue, L. I., father of boy, Glenn.

Pat Marrinan, production manager, KHJ-TV Los Angeles, father of girl, Marcella, May 16.

Tom Clark, announcer, WTAP-TV Parkersburg, W. Va., married to **Barbara Watson,** station continuity director.

Don V. Shoemaker, promotion manager, KFAB Omaha, father of girl, Kay Ann, May 17.

...In The 11-County Core of Our Coverage Area—

Pulse* Proves Audiences Prefer

WRBL-TV CHANNEL 4 CBS ABC

*Area Telepulse, Nov. 1955

Share of Audience

DAYTIME		NIGHTTIME	
WRBL-TV	64	WRBL-TV	62
Station B	27	Station B	27
Misc.	9	Misc.	11

The top 48 weekly and multi-weekly shows are on WRBL-TV

CALL HOLLINGBERY CO.

TV FILMS CAN'T AFFORD LIVE MUSIC WITH FUND FEES, HOUSE GROUP TOLD

Witnesses at Los Angeles hearing of House subcommittee on musicians trust fund testify that royalty fees exceed payment to musicians. Alleged dictatorial powers of Petrillo in spotlight.

CONGRESSIONAL inquiry into proposed copyright law revisions to give musicians a property right in a recording (single record, transcribed radio show or tv film) and a more intensive investigation of the reasons why tv film producers are using so many foreign sound tracks were held forth last week as possible further developments to spring out of a House subcommittee probe in Los Angeles of the AFM music performance trust fund.

The alleged dictatorial powers of AFM President James C. Petrillo held the spotlight of the Los Angeles hearing Monday and Tuesday by a subcommittee of the House Labor and Education Committee, which heard testimony from both factions within Hollywood AFM Local 47, currently split by an intra-union dispute over Mr. Petrillo's policies governing the AFM trust fund [B•T, Feb. 27, *et seq.*]. Much emphasis was placed upon the individudal musician's lack of a voice in his own economic affairs and his inability to do anything about it under Mr. Petrillo's "absolute" authority.

The subcommittee, under the chairmanship of Rep. Phil M. Landrum (D-Ga.), also includes Reps. James Roosevelt (D-Calif.) and Joseph F. Holt (R-Calif.). It has under consideration further hearing into the AFM trust fund policies and practices in both New York and Washington at a later date. The probe is to be a part of the full committee's overall investigation of union trust funds and welfare plans throughout the U. S. to determine if restrictive legislation is desirable.

Cecil F. Read, vice president of Local 47 and leader of the anti-Petrillo faction, told the subcommittee that legislation is needed in six specific areas where abuses by Mr. Petrillo and the AFM International Executive Board have occurred. These include "arbitrary executive powers, diversion of strike funds, no collective bargaining rights, evasion of trust fund restrictions of the Taft-Hartley law, discrimination in taxes and assessments and protection of musicians' 'performance rights'."

Mr. Read is among 11 rebel leaders of Local 47 who face temporary expulsion from the union under charges brought against them by pro-Petrillo officers of the local. The punitive action was recommended by Arthur J. Goldberg earlier this month as referee in their trial before the AFM [B•T, May 14]. Mr. Goldberg is special AFL-CIO counsel in Washington.

Mr. Read said Sec. 1 of Article 1 of the AFM constitution provides that Mr. Petrillo "is authorized and empowered to promulgate and issue executive orders which shall be conclusive and binding upon all members and/or locals; any such order may, by its terms . . . (b) may annul and set aside" the constitution and bylaws "or any portion thereof . . . and substitute therefor other and different provisions of his own making." The witness said Mr. Petrillo used this "absolute" authority as late as 1954 at a Miami meeting of the IEB when he caused the bylaws to be amended specifically to empower the IEB with authority to change the bylaws of a local union when it so desired.

Rep. Roosevelt later described Sec. 1 of Article 1 as "the most undemocratic example of power given to one individual that I have ever seen. You individual musicians might win [a reform] at the AFM convention, but Petrillo could still overrule you after the convention."

The Local 47 rebel leader called for legislation modifying both civil and criminal statutes to prohibit "the misuse or diversion of funds, assessments, taxes or contributions collected for specific purposes, such as welfare, pension, unemployment, strike benefit, etc., to other purposes."

Says Musicians 'Forgotten'

Requesting amendment of the Labor Management Relations Act of 1947 (Taft-Hartley) to require that any collective bargaining agreement negotiated by the certified bargaining agent be submitted to the members affected for their ratification, Mr. Read pointed out that the musician is the "forgotten man" in these negotiations. All other unions in the industry pass contracts back to their members for approval except AFM, he said, and AFM members have only a nominal role in "advising" officials what they want, virtually all "suggestions" going unheeded.

When it gets down to the crux of the issue, Mr. Read testified, "only two people" settle on the terms of an AFM pact. These are Mr. Petrillo and the key employer representative. In a hypothetical example of a network negotiation which has reached an impasse, Mr. Read said "Mr. Petrillo and Brig. Gen David Sarnoff, RCA board chairman, take a walk down the hall and when they come back Mr. Petrillo announces the terms of the agreement" binding on all musicians.

Mr. Read testified he wants legislation "prohibiting any strategem or device of evading the provisions of the Labor Management Relations Act defining the nature and purposes of welfare funds which may lawfully be collected from employes or by 'voluntary contributions' from employers." He charged that employers in motion pictures, tv film transcribed radio and phonograph recordings are required to make "so-called 'voluntary contributions' . . . as a condition precedent to employment of musicians" and therefore these "are actually compulsory" contributions to the trust fund.

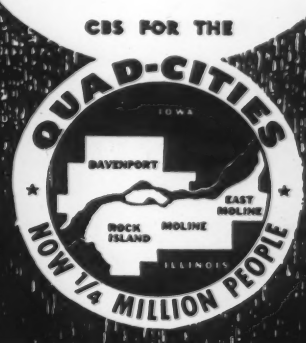
In the case of using live musicians on tv

"—and I just heard KRIZ Phoenix advertising baby carriages."

Survey-Conscious?

February ARB again shows WHBF-TV the Quad - City Favorite; WHBF Radio ranks first 52 out of 72 quarter hours among the 5 stations according to Pulse. Ask Avery-Knodel for figures.

CBS FOR THE QUAD-CITIES



NOW 1/4 MILLION PEOPLE

WHBF AM TV

ROCK ISLAND, ILLINOIS

REPRESENTED BY AVERY-KNODEL

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TOWER HEIGHT 1,070 FEET
MAXIMUM POWER 100,000 KW
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all this and COLOR, too!

Wm. J. Moyer, General Manager
Don Sbarra, Sales Director

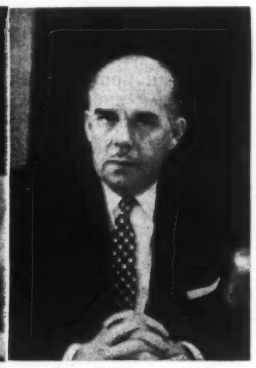
Channel 3
KARD-TV
WICHITA • KANSAS

Edward Petry & Co., Inc.

films, the agreement requires payment of 5% of total package cost of network station time for each showing, he said. Mr. Read noted the 5% royalty in each instance is larger than the single payment the musicians receive for scoring the film. The result of this exorbitant extra cost, he charged, is to force tv producers to use recorded foreign music and no live musicians except when absolutely necessary to the program format.

Aside from the 5% royalty, the trust fund now gets $25 for each musician who played in an original movie film when it is "re-scored" for release to television. Up until June 1955, the musicans personally got this extra payment.

ASKING: Reps. Roosevelt, Landrum & Holt



ASKED: Local 47's Read

Mr. Read testified that since then, Local 47 members have lost $2.5 million in extra payments which now will go into the trust fund as the result of large numbers of movies being released to tv. The musician is the only one who fails to receive re-run benefits from such films, Mr. Read said, noting that actors, writers, producers and directors get extra pay.

He requested legislation "to create and enforce residual property rights in musical performances which shall be protected by copyright and other laws comparable to the creation and protection of other artistic property." Mr. Read said, "it is imperative that there be legislative prohibition against 'bargaining away' any musical performance rights of individual musicians without the full consent and approval of the musicians affected."

Mr. Read emphasized to the subcommittee he does not oppose the trust fund in principle, but only policies for collecting the money put into it and certain aspects of the way it is used. He protested use of the money to pay "hobby" or part-time musicians for public concerts rather than to aid truly unemployed musicians who are attempting to devote their fulltime to music.

Rep. Holt commented that the "common culturehood of all America actually is involved, not just a musician problem."

Several times he said he holds employers equally responsibile for the music situation and at the conclusion of the hearing asked Mr. Read why tv producers were so "reluctant" to testify. Mr. Read answered, "Because they know if they do anything to offend Petrillo they have no place else to go for music except to him. It's the same for the individual musician."

John te Groen, Local 47 president "ousted" by the Read faction but stayed by Mr. Petrillo, told the subcommittee he has opposed the 5% royalty on films "all along" and took steps to have it removed but was not successful. He said he still intends to attempt to have it changed.

He testified Mr. Petrillo and other members of the IEB have since personally told him they made a mistake last June when they diverted the $25 re-scoring (movies to tv) payments from the individual musician to the trust fund.

Phil Fischer, AFM international movie studio representative headquartered at Local 47, told the subcommittee a series of 39 tv shows would involve about $3,900 for recorded music while live music would cost about $39,000 and the 5% royalty on programs using live would bring this cost to $78,000. He said the 5% royalty doesn't affect employment because producers remained silent in 1954 at a Chicago meeting when Mr. Petrillo asked them if they would guarantee to hire one piano player if the 5% were removed.

Contending repeal of the Lea Act and modification of Taft-Hartley would aid the musician, Mr. Fischer cited the "big money" made by many broadcasters under their FCC grants and observed they have "some responsibility" to the public regarding live music. He read a prepared statement praising Mr. Petrillo's leadership.

Maury Paul, Local 47 recording secretary also removed from office in the dispute but saved by Mr. Petrillo, told the subcommittee that if it were not for the Lea Act there would be much more live music on the air.

Temporary Ouster of Rebels Recommended by AFM Board

THE International Executive Board of the American Federation of Musicians last week adopted substantially all of the recommendations of referee Arthur J. Goldberg [B•T, May 14] and ordered the expulsion from the union of Cecil F. Read and ten followers who led a revolt in Los Angeles Local 47.

At the same time AFM President James C. Petrillo granted the request of the Read faction for postponement of the expulsion order, pending the determination of expected appeals to the federation's annual convention which opens in Atlantic City on June 11.

If the convention sustains the disciplinary actions of the board, Mr. Read, vice president of Local 47, will be deprived of membership in the union for one year and denied elective or appointive office for two years after reinstatement. The ten members of the Read faction, the IEB ruled, are expelled for one day. Mr. Read's return to union membership after one year is contingent upon his conduct during the period of suspension.

The revolt in Local 47 stemmed largely from an order issued by Mr. Petrillo last summer assigning motion picture royalties to the Music Performance Trust Fund. An anti-Petrillo group within Local 47, whose membership provides music for a large majority of motion pictures, protested the ruling. The revolt took shape when Local 47 ousted John te Groen, president, and Maury Paul, recording secretary.

The IEB last week directed Local 47 to make full restitution to Mr. te Groen and Mr. Paul for salaries and expenses "unlawfully withheld from each of them."

The board made some deviations from Mr. Goldberg's report: The ten Read followers will not suffer loss of insurance, death or other benefits customarily contingent upon continuity of membership; they will not lose membership in other locals of the federation, and they will not be required to pay initiation fees when and if they return to full membership. With respect to Mr. Read, the board cited "the grave nature of his infractions" and ruled that "considerations" shown to the ten members will not apply to him. It added that when and if Mr. Read applies for re-instatement, the board will explore the possibility of granting him the "considerations" given to his supporters.

"We are not going to take this lying down. We have started to prepare our appeal to the AFM national convention at Atlantic City in June," Mr. Read said Thursday.

Writers Threaten Strike Unless Agreement Is Reached

THREAT of a strike against the major tv networks was made by the Writers Guild of America, West, unless there is a satisfactory working agreement on film television by June 4, union members have voted. A similar move was approved by the Writers Guild of America, East, in New York.

Negotiations were resumed last Thursday in Hollywood between the Guild and the three tv networks in an effort to avert the strike. Both sides flew New York representatives to the West Coast last week to join with local officials in the talks.

Although it is understood the networks will agree to a contract comparable in many ways to the one concluded with the tv film subsidiaries of major movie studios, the Alliance of Television Film Producers and other independent producers, there are two issues reportedly unsettled. These are non-exclusive working terms and separation of rights for certain writers. The writers claim they want to be free to accept other assignments while their material is under network consideration and because it may be rejected they also want to retain certain residual rights distinct from that of staff writer.

The guild has called a strike rally the evening of June 3 at the Beverly Hilton Hotel unless the issues in conflict are settled by that time.

Transcription Fees Eased

NEW DISCOUNT structure covering fees for group singers of transcribed jingles on live radio shows in the Los Angeles area has been announced by Claude L. McCue, executive secretary of American Federation of Tv & Radio Artists there, in a move to encourage greater use of radio commercials, especially on multi-weekly shows such as newscasts and sports commentaries. Covering singing groups of three or more performers, the discounts operate on a 13-week basis, with fees amounting to 100% of the live program charge for a single show, 30% each for 14-26 times and 10% for all above 157th use. The discount plan is valid until Nov. 15, 1956.

FM NETWORK PLAN OUTLINED BY RKO

Pending FCC approval of purchase, WGMS-FM will be key station of 'good music radio network' group situated along the East Coast.

RKO Teleradio Pictures Inc., last week, in filing for FCC approval of its purchase of WGMS-AM-FM Washington, D. C., formally outlined its plans for an fm "good music radio network" to be keyed from WGMS-FM [B•T, April 9].

The network is to be a daily, fulltime service based on the present good-music format being aired by WGMS-AM-FM. Programs are to be fed to a chain of east coast fm stations from Virginia to Maine via through-the-air fm relays and high-fidelity telephone cables linking the stations.

RKO-owned WOR-FM New York and WNAC-FM Boston will carry the programs with affiliations being offered in intervening cities, Mutual affiliates getting first refusal. WIP-FM Philadelphia and WPJB-FM Providence, R. I., have expressed interest in affiliating.

In its application, RKO said successful operation of an fm good music network in the East will lead to furnishing service to other parts of the country. WGMS-FM has operated a limited network, but has experienced difficulty in getting regular cooperation from independent stations between New York and Washington.

WGMS-AM will operate separately from the fm outlet and will carry a number of MBS network programs.

NBC-TV Now Drafting Spectaculars for Fall

PATTERN of spectaculars to be presented on NBC-TV in the fall season was taking shape last week and a new series of public affairs programs was on the drawing board.

According to the network's plans, the schedule of Sunday night color spectaculars will be revised and a color spectacular series will be added as Friday night offerings.

On Sundays, spectaculars will continue in the 7:30-9 p.m. NYT period every fourth week as they have for the last two seasons on NBC-TV. But that hour now will be reserved for color shows which have family appeal while the more adult shows will be slotted for 9-10:30 p.m. Six 90-minute Sunday shows are set so far, three aimed for the family hour and three others, including "Dial M for Murder" and "Man and Superman," both starring Maurice Evans, designed for the later hour. Sponsor of the series—*Hall of Fame*—will be Hallmark Cards Inc. Two more programs may be added to the Sunday series. On Fridays, a new series every fourth week in the 8:30-10 p.m. period is planned and will rotate producers, including Fred Coe, Max Liebman and Worthington C. Miner. NBC-TV also has slated spectaculars Saturdays, 9-10:30 p.m., and Mondays, 8-9:30 p.m., as carried in the past season.

The new public affairs series is called *Telescope*. Present plans envision 11 programs, with no single producer handling more than three of the shows, of which Benjamin K. Park, director of NBC public affairs, will be the executive producer. Production cost of each program in the series is expected to be $100,000 or more.

The programs will be filmed and telecast in color generally on alternate Sundays (4-5 p.m.), beginning Sept. 23. In the blueprint are the following types of programs: a report on medical developments; a history of Paris in relation to the life and times of actor Maurice Chevalier; a report of techniques and methods by which presidential candidates are selected; a spectacular on science; a study of the earth's crust, and various other subjects including the school crisis, Southeast Asia, developments in aviation, the Cold War and a profile on a national figure.

Houwink Chairmans ABC-TV Affiliates

FRED S. HOUWINK, general manager of WMAL-TV Washington, D. C., was named chairman of the new ABC-TV Affiliates Advisory Committee at the group's organization at a meeting last Thursday in Kansas City, Mo.

MR. HOUWINK

Harry LeBrun, general manager of WLWA (TV) Atlanta, was appointed vice chairman; Joseph F. Hladky, executive vice president of KCRG-TV Cedar Rapids, Iowa, secretary, and Joseph Drilling, vice president-film buyer of KJEO-TV Fresno, Calif., treasurer.

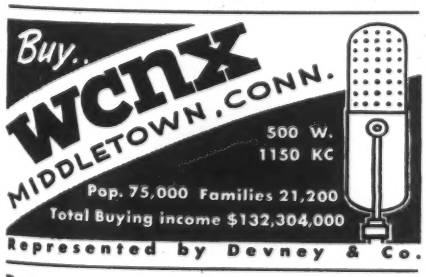
An organizing committee of nine men, named when the ABC-TV affiliates met during the NARTB convention in Chicago in April [B•T April 23], set up bylaws for the new ABC-TV Affiliates Advisory Committee and under these bylaws became the organizing board of governors, to serve in this capacity until the entire ABC-TV affiliates group has another meeting and elects a board. These nine men include Messrs. Houwink, LeBrun, Hladky and Drilling and Robert Lemon, WTTV (TV) Bloomington, Ind.; Willard E. Walbridge, KTRK-TV Houston, Tex.; Donald Davis, KMBC-TV Kansas City; Joseph Bernard, WGR-TV Buffalo, N. Y., and Joseph Herold, KBTV (TV) Denver.

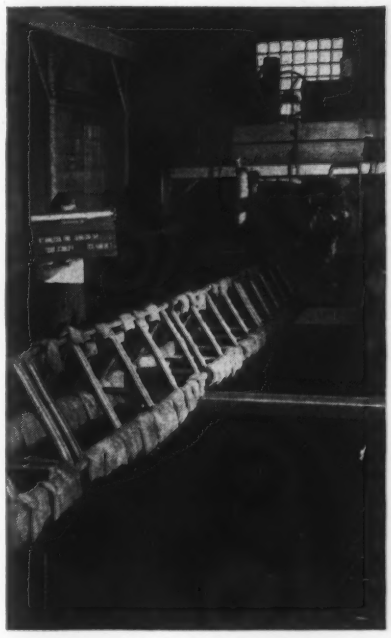
Assisting in the meeting at Kansas City were J. W. McGough, WTVN-TV Columbus, Ohio, and Harold Hough, WBAP-TV Fort Worth, Tex.

The committee was described by Chairman Houwink as a "grass roots organization—formulated to improve service to the public.

"The organization will have the opportunity to improve this service through advice to the ABC Network and to relevant government agencies," he said.

Two subcommittees were set up during the meeting. The first will represent the ABC-TV affiliates in testimony before the Senate Commerce Committee, beginning June 19, on basic network practices. The second subcommittee





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DEMOCRATIC presidential hopefuls Sen. Estes Kefauver and Gov. Adlai Stevenson as they appeared on the monitor during the debate of campagn issues on ABC Radio-Tv last Monday from Miami, Fla. The 10-11 p.m. EDT program was moderated by Quincy Howe.

is designed "to serve the needs of the FCC Network Study Group."

"Our first order of activity will be to testify before the Senate Committee," said Mr. Houwink. "As soon as it is convenient thereafter, it is the organization's objective to meet with ABC officials to set up a procedure for advising them on certain mutual problems."

The organizational setup for the ABC group is subject to full ABC-TV affiliate membership vote—which is to be taken by mail.

'Trial' Set for NBC-TV; Is Based on Actual Cases

IN one of the first definite Friday night commitments made by NBC-TV for the 1956-57 season, *On Trial*, a series of 30-minute filmed dramas based on actual and sometimes famous court cases, has been scheduled 9-9:30 p.m. EST, three out of four Fridays. Campbell Soup Co., through BBDO, New York, will sponsor the new series, narrated by Joseph Cotton, produced by Collier Young and written by Larry Marcus and Don Mankiewicz. Fordyce Enterprises, headed by Mr. Young, is filming the shows in Los Angeles.

On Trial will replace the current season's *Big Story*, sponsored by American Tobacco Co. (Pall Mall), New York, through Sullivan, Stauffer, Colwell & Bayles. *Big Story* will return, an NBC spokesman told B•T Thursday, at "another time." The three-out-of-four week schedule has been set to make room for a "spectacular" which, too, NBC-TV said, hasn't yet been firmed up.

ABC-TV Feels Debate Boost for Television

ABC-TV feels it got in a good lick for television in its precedent-setting telecast of the "discussion of issues" last Monday night between Adlai Stevenson and Sen. Estes Kefauver (D-Tenn.), both aspirants for the Democratic presidential nomination.

Several senators think so, too, among them Senate Majority Leader Lyndon B. Johnson (D-Tex), Sen. Warren G. Magnuson (D-Wash.), chairman of the Senate Commerce Committee, Sen. Clinton Anderson (D-N. M.) and Sen. John L. McClellan (D-Ark.). But Rep. John V. Beamer (R-Ind.) called the broadcast "Democratic propaganda" and asked equal time for the GOP.

ABC Vice President Robert Hinckley, Washington, said any such GOP request—for time on the same basis—would find favor at ABC. ABC, he said, will be glad to put President Dwight Eisenhower on the same platform with Senate Minority Leader William Knowland (R-Calif.), considered a GOP contender in some states. ABC would even put the President on with Lar Daly, if requested, Mr. Hinckley said. Mr. Daly is seeking the GOP nomination on the America First ticket.

Mr. Hinckley noted that ABC is glad to have started the ball rolling on televised debates between candidates—an accomplishment he believes no other medium can perform so well.

Sen. Magnuson called the ABC-TV telecast an "outstanding job," and said he hopes it is the first of many such programs carried by ABC-TV and its affiliates. He termed it a "history-making" step in broadcasting.

Republican National Chairman Leonard Hall described the telecast as a "flop," but said the GOP National Committee is asking ABC-TV for equal time.

Discounts Offered Sponsors Of ABC-TV Special Programs

POTENTIAL advertisers of the special live, hour-long shows to begin next fall on ABC-TV are being offered special discounts if purchases fall within four requirements set by the network.

Involved in the tentative list of shows are: *Ballet Ballads*, slated for November, *Metropolitan Opera* (December), *The General's Other Son* (January), *The Young and the Beautiful* (February), *Take a Giant Step* (March), *By Jupiter* (April), *Metropolitan Opera* (April), and *Playboy of the Western World* (May).

Most of the shows carry a $100,000 tag as the approximate commissionable package price. Exceptions are the operas, which are priced at about $130,000 each, and *By Jupiter*, which is at the $150,000 level.

To an advertiser who buys all eight of the one-shot programs, the network would permit a 27½% discount in place of all other discounts and rebates; for the non-ABC advertiser purchasing individually, 10%; for a half sponsorship of any of the shows, 7½%, and for a third sponsorship of any one of the eight, 5%. Additional discounts can be earned by an advertiser who is on ABC at the time of the special program by combining the one-shot purchase with his regular program.

COLOR CASTING

Advance Schedule Of Network Color Shows

(All times EDT)

CBS-TV

May 24 (8:30-9:30 p.m.) *Climax*, Chrysler Corp., through McCann-Erickson.
June 2 (7-7:30 p.m.) *Gene Autry Show*, William Wrigley Jr. Co., through Ruthrauff & Ryan (also June 9, 16, 23, 30).
June 2 (9:30-11 p.m.) *Ford Star Jubilee*. "A Bell for Adano," Ford Motor Co. through J. Walter Thompson.
June 7 (8:30-9:30 p.m.) *Shower of Stars*, Chrysler Corp., through McCann-Erickson.

NBC-TV

May 28 (7:30-7:45 p.m.) *Gordon MacRae Show*, Lever Bros., through BBDO.
May 28-June 1 (3-4 p.m.) *Matinee*, participating sponsors (also June 7-8, 11-12, 19-22, 25-29).
May 28-June 1 (5:30-6 p.m.) *Howdy Doody*, participating sponsors.
May 28 (8-9:30 p.m.) *Producer's Showcase*, "Bloomer Girl," Ford Motor Co., through Kenyon & Eckhardt and RCA through Kenyon & Eckhardt, Al Paul, Lefton and Grey.
May 29 (7:30-7:45 p.m.) *Dinah Shore Show*, Chevrolet Motor Div. of General Motors Corp., through Campbell-Ewald (also May 31, June 26-28).
May 30 (10-10:30 p.m.) *This Is Your Life*, Procter & Gamble Co., through Benton & Bowles.
June 3 (9-10 p.m.) *Goodyear Playhouse*, "Primary Colors," Goodyear Tire & Rubber Co., through Young & Rubicam.
June 5 (8-9 p.m.) *Milton Berle Show*, Sunbeam, through Perrin-Paus, RCA and Whirlpool, through Kenyon & Eckhardt.
June 9 (9-10:30 p.m.) *Max Liebman Presents*, "Holiday," Oldsmobile, through D. P. Brother.
June 13 (9-10 p.m.) *Kraft Television Theatre*, Kraft Foods Co., through J. Walter Thompson.
June 17 (3:30-4 p.m.) *Zoo Parade*, sustaining (also June 24).
June 17 (7:30-9 p.m.) *Sunday Spectacular*, "The Bob Hope Show," participating sponsors.
June 20 (10-10:30 p.m.) *This Is Your Life*, Procter & Gamble Co., through Benton & Bowles.
June 25 (8-9:30 p.m.) *Producer's Showcase*, "Happy Birthday," Ford Motor Co., Kenyon & Eckhardt and RCA through Kenyon & Eckhardt, Al Paul Lefton and Grey.

[Note: This schedule will be corrected to press time of each issue of B•T]

United Press 1 news produces!

NBC-TV Sets Anchor Team For Forthcoming Conventions

ESTABLISHMENT of a three-man anchor team to collect and disseminate news for NBC-TV at Democratic and Republican conventions in Chicago and San Francisco, respectively, was announced last week by William R. McAndrew, director of NBC News.

The three-man team—composed of Chet Huntley as coordinator, Dave Brinkley as running commentator and Bill Henry as summaries newscaster—will be stationed at NBC's "TV-One" center to be set up in Chicago's International Amphitheatre and in San Francisco at the Cow Palace. Mr. McAndrew said some 30 commentators, reporters and analysists will cover political contests for NBC-TV and NBC Radio. On radio, Pauline Frederick will serve as hostess and Ned Brooks will deliver running commentaries.

Western Slope Network Incorporation Announced

THE WESTERN SLOPE Radio & Television Network, to engage in all forms of radio, television, and facsimile transmission, has been incorporated in Colorado, Rex Howell, a director of the new corporation, has announced. The network will maintain sales offices in Grand Junction, Glenwood Springs, Montrose, and Durango, Colo.

The other directors are: Jerry Fitch, KGLN Glenwood Springs; Pat O'Brien, KIUP Durango; Roy Adamson, secretary-treasurer of the Western Slope Broadcasting Co. (KREX-AM-TV), Grand Junction, and Carl Q. Anderson, KFXJ Montrose, and satellite KFXJ-TV.

Additional satellite stations are planned in other communities in the section known as the Western Slope which encompasses the area west of the Rocky Mountains to the Wasatch Range in Utah.

A Western Slope Radio Network, as an association, operated for a short time as a joint sales agency in the past, but the new entity has broader scope.

ABC Radio Promotes Harris

ADVANCEMENT of Leslie A. Harris from account executive to eastern sales manager of ABC Radio was announced last week by Don Durgin, vice president in charge of ABC Radio. Mr. Harris, who joined ABC Radio in October 1951 as a presentation writer in the sales development and research department, was appointed an account executive in May 1952. Previously, he had been with NBC as senior statistician in radio network sales.

MR. HARRIS

WNAB Joins Yankee Network

WNAB Bridgeport, Conn., joined the Yankee Network last Thursday as Yankee's official affiliate in Bridgeport, it has been announced. WNAB operates on 1450 kc, with a power of 250 w. Negotiations for the move were finalized by George W. Steffy, Yankee vice president; John Ellinger, WNAB general manager, and Harold Thomas, WNAB president. The station is now affiliated with ABC.

Scoop's Ace

THAT select group of golfers who are members of the "Hole-in-One" club welcomed a newcomer last week—Frank M. (Scoop) Russell, NBC Washington vice president.

Mr. Russell qualified for golfdom's recognition on the 167-yard second hole of suburban Washington's Kenwood Golf & Country Club with Mrs. Russell as a witness.

The NBC executive did not report what club he used or if he has ordered a trophy for his mantle.

NBC-TV Re-Signs Durocher

SIGNING of Leo Durocher, former manager of the New York Giants, to a new one-year contract with NBC was announced last week by Thomas A. McAvity, vice president in charge of NBC-TV. The new agreement calls for an extension of Mr. Durocher's duties as an NBC executive, primarily in the talent relations field, which began last September. He makes his headquarters at the NBC Pacific Div. in Hollywood.

'See It Now' Once a Month

CBS-TV's *See It Now* will be presented on a regularly-scheduled once-a-month basis, starting in the fall of 1956, it was announced last week by Sig Mickelson, CBS vice president in charge of news and public affairs. The program, which has been carried this season on an irregular basis, will be telecast the first Sunday of each month, starting Oct. 7, in the 5-6 p.m. EST period, with occasional special programs planned of 90-minutes' duration.

NBC-TV Show Debuts June 4

NBC-TV announced last week it will launch a new half-hour, Monday-through-Friday, audience participation show, *It Could Be You*, June 4 (noon-12:30 p.m. EDT). The program will be sponsored by Welch Grape Juice Co., Westfield, N. Y., through Kenyon & Eckhardt, New York; Brown & Williamson Tobacco Co. (Raleigh cigarettes), Louisville, through Russel M. Seeds Co., Chicago, and Brillo Mfg. Co., Brooklyn, N. Y., through J. Walter Thompson Co., New York.

The format of the new program, created by Ralph Edwards and starring Bill Leydon as m.c., will center around participants recovering articles they thought lost forever, meeting friends or relatives they had not seen for a long time and receiving wished-for items of apparel or home furnishings. The series will mark the sixth Edwards property to be carried on network tv in the past five years.

NETWORK PEOPLE

Jack Shapiro, account executive, KJBS San Francisco, to Intermountain Network, Salt Lake City, as regional sales manager, replacing **Homer K. Peterson,** appointed manager of KALL Salt Lake City.

Carroll Carroll, radio-tv writer-producer formerly associated with *Burns & Allen-Guy Lombardo Show, Kraft Music Hall, General Electric Hour* and others, to NBC-TV New York and Hollywood.

John Lane, formerly service engineer with Ill. Bell Telephone Co., to CBS Newsfilm midwest office as writer-production assistant.

The average value of land and buildings of an Iowa farm now is estimated at $36,077, up from $27,566 in 1950.

WMT
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Monthly releases of 20 current and standard pop tunes—each averaging only... 1¼ Minutes

This service pays its way every day in better programming, more spots without doubling—The best of current and standard hit tunes are recorded new each month by outstanding talent on pure vinylite 12" 33⅓ RPM discs.

OUTRIGHT BUY—NO CONTRACT

Send for One Month Trial

20 TUNES for ONLY $8.50

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CBS-COLUMBIA HIT BY SET SALES LAG

CBS Inc. studying several possible solutions to cure financial difficulties of its set manufacturing division. Possibility of a complete shutdown of production reported by Dr. Stanton.

CBS-COLUMBIA, set-manufacturing division of CBS Inc., is undergoing a period of rough sledding and CBS Inc. is considering several possible solutions, including—but only as a last resort—a shutdown of the division.

Dr. Frank Stanton, CBS-Inc. president, told B•T Thursday that, although the possibility of a shutdown is being considered, several other alternatives take precedence in the deliberations. One possibility—now in negotiation—is that of evolving a working arrangement with a small manufacturer (unidentified) who has a more modern plant and who would build chassis for CBS-Columbia, permitting further economies in the CBS division's operations. The talks now in progress do not envision a merger, however.

Other possibilities which have been considered, Dr. Stanton continued, include that of merging with another company, and, among others, that of reducing CBS-Columbia's production temporarily until a better sales picture develops in the set manufacturing field. Improved plant facilities have long been an acknowledged need of CBS-Columbia.

It has been estimated that unit sales in the industry are off by as much as 30%. Dr. Stanton noted that traditionally, whenever there is a slump, the manufacturers with smaller shares of the market suffer first. And CBS-Columbia, he observed, is one of the relatively smaller manufacturers. He attributed the general slowdown in black-and-white console sales to several factors, including color tv and the growing popularity of portables.

To offset the effects of the slowdown, he continued, CBS-Columbia has undertaken certain economies, including the layoff or transfer to CBS Labs of some 100 employes out of CBS-Columbia's total work force of approximately 1,500. To keep inventory down, he said, the division also instituted some price reductions.

These moves, plus a decision not to make any further long-range commitments for production of components until the outlook becomes more definite, led to increased speculation in the trade regarding the future of CBS-Columbia.

Dr. Stanton made it plain that the present deliberations regarding CBS-Columbia do not involve CBS-Hytron, CBS Inc.'s tube-manufacturing division. He pointed out that CBS-Columbia accounted for only 6% of CBS-Hytron's 1955 sales and said that although CBS-Hytron lost money in 1955, it is now doing better and is currently engaged in an expansion program.

In CBS Inc.'s annual report two months ago, Board Chairman William S. Paley and President Stanton said:

"Despite an increased volume of business, CBS-Hytron (tubes) failed to be profitable in 1955, due to high developmental costs in color as well as to heavy price competition in picture tubes. CBS-Columbia (receivers) was faced with product difficulties early in the year [1955] and also failed to operate profitably. It is hoped that important changes in procedure made during 1955 will bear fruit in 1956" [B•T, March 26].

CBS acquired both its receiver and tube manufacturing properties in mid-1951 in an exchange-of-stock arrangement, estimated at the time to be approximately a $20 million deal. The companies thus acquired were Hytron Radio & Electronics Corp. and its subsidiaries, including Air King Products Co. Air King subsequently became the CBS-Columbia Division of CBS, and Hytron Radio & Electronics became the CBS-Hytron Division.

Three principals in the original ownership and management of the Hytron companies—Lloyd H. and Bruce A. Coffin, chairman and president of Hytron, and David H. Cogan, president of Air King—remained active in management of the respective divisions for about three years. Then Seymour Mintz, formerly of Admiral Corp., succeeded Mr. Cogan as president of CBS-Columbia, and was himself subsequently succeeded by the current president, Henry C. Bonfig, formerly of Zenith Radio Corp. Charles F. Stromeyer is now president of CBS-Hytron.

Merle Harmon - Larry Ray team up to bring play-by-play accounts of the K. C. Athletics baseball games to the Heart of America. Another exclusive New Sound of KMBC-KFRM.

LISTEN the New Sound of

KMBC-KFRM

The big news in Kansas City radio is the New Sound on KMBC-KFRM! By completely overhauling old programming concepts, KMBC-KFRM have introduced a new type of radio service that's tailored to today's audience demands. New variety, new personalities, new formats, new impact —they're all woven into every hour of every broadcast day. This inspired local programming, combined with the best from the ABC Network, produces radio that sells as it serves! Your Peters, Griffin, Woodward, Inc. Colonel can tune you in on the New Selling Sound of KMBC-KFRM.

KMBC of Kansas City
KFRM for the State of Kansas
1st in the Heart of America

Radio Shipments Up In '56 First Quarter

RADIO shipments by manufacturers to dealers went up 19% in the first quarter of this year compared with the same period in 1955, Radio-Electronics-Television Manufacturers Assn. reported Wednesday.

For the same period, tv shipments slipped somewhat compared to the same 1955 quarter.

There were 1,470,873 radio receivers shipped in January-March of this year, compared to 1,164,462 sets shipped in same months of 1955. In March 530,349 radio sets were shipped, compared with 472,112 in February and 485,688 in March 1955.

There were 1,702,236 television receivers shipped in first quarter 1956 compared to 1,968,347 the same period last year. In March, 549,220 tv sets went to dealers, compared with 529,226 in February, and 690,097 a year ago same month.

The following table lists shipments of radio and television receivers in the first 1956 quarter:

RADIO

State	Total	State	Total
Ala.	19,390	Neb.	9,164
Ariz.	9,627	Nev.	2,031
Ark.	8,234	N. H.	4,299
Calif.	139,428	N. J.	57,350
Colo.	11,858	N. M.	5,693
Conn.	22,211	N. Y.	241,962
Del.	2,367	N. C.	23,373
D. C.	14,754	N. D.	3,562
Fla.	28,430	Ohio	83,513
Ga.	23,074	Okla.	12,962
Idaho	3,499	Ore.	14,238
Ill.	118,425	Pa.	100,466
Ind.	27,940	R. I.	9,097
Iowa	15,293	S. C.	9,568
Kan.	12,028	S. D.	3,854
Ky.	23,813	Tenn.	18,317
La.	20,898	Tex.	66,969
Maine	6,322	Utah	5,703
Md.	23,014	Vt.	2,916
Mass.	49,658	Va.	21,284
Mich.	64,365	Wash.	25,146
Minn.	19,669	W. Va.	9,002
Miss.	8,494	Wis.	27,689
Mo.	31,470	Wyo.	2,126
Mont.	4,681	GRAND TOTAL	1,470,873

TELEVISION

State	Total	State	Total
Ala.	28,578	N. H.	6,295
Ariz.	11,716	N. J.	56,432
Ark.	18,728	N. M.	6,354
Calif.	146,437	N. Y.	185,636
Colo.	12,995	N. C.	39,808
Conn.	27,155	N. D.	5,541
Del.	4,310	Ohio	90,064
D. C.	16,445	Okla.	24,220
Fla.	55,664	Ore.	20,416
Ga.	39,862	Pa.	119,285
Idaho	7,643	R. I.	7,964
Ill.	88,478	S. C.	17,721
Ind.	42,090	S. D.	6,496
Iowa	18,593	Tenn.	32,986
Kan.	20,420	Tex.	94,551
Ky.	30,683	Utah	7,120
La.	34,374	Vt.	4,802
Maine	10,363	Va.	32,987
Md.	23,279	Wash.	26,606
Mass.	50,843	W. Va.	20,042
Mich.	66,456	Wis.	31,998
Minn.	23,941	Wyo.	2,098
Miss.	16,476	U. S. TOTAL	1,698,026
Mo.	40,061	Alaska	1,077
Mont.	5,528	Hawaii	3,133
Neb.	15,557	GRAND TOTAL	1,702,236
Nev.	1,907		

Time-Data Printer Developed For Easier Station Operation

A TIME-DATA PRINTER, looking somewhat like an adding machine and designed to eliminate some of the clerical duties associated with station operation, has been developed by the Engineering & Electronics Div. of the Clary Corp., San Gabriel, Calif.

The machine, the company said, prints the time of day in hours, minutes, and seconds, together with the sequence number or code of identification of advertisers on adding machine tape which then is forwarded to the accounting department for billing the respective accounts in the usual manner.

Clary stated that the printer is pre-set at the start of the broadcast day with the code identification of all commercials and the clock-mechanism of the machine synchronized. The printer may be operated by a foot pedal or automatically and obviates manual operations of keeping a log.

Two Order From DuMont

ORDERS for 5-kw transmitters to WAGM-TV Presque Isle, Me. (ch. 8), not yet on the air, and KDIX-TV Dickinson, N. C. (ch. 2), were reported last week by Allen B. DuMont Labs. The KDIX-TV order also included associated equipment.

MAGNETIC VIDEO TAPE STAR OF CHICAGO SHOW

MAGNETIC video tape and other component and equipment innovations highlighted the 1956 Electronic Parts Distributors Show in Chicago last week.

Distributors, government representatives, sales personnel and advertising agency executives attended the five-day exhibition at Chicago's Conrad Hilton hotel. Among co-sponsors were Radio-Electronics-Television Mfrs. Assn. and National Electronic Distributors Assn.

Interest in video tape recording, prompted by Ampex Corp.'s demonstration of its system during the NARTB convention last month [B•T, April 16, et seq.], was reflected in announcement of Audio Devices' new tv-Audiotape designed for recording picture and sound and immediate playback of television programs.

Audio Devices unveiled two-inch wide tape on a base of Mylar Polyester film, which may be played back after rewinding. A company spokesman said the tape would sell for $141.60 for ten or more reels or $157.20 for one to nine reels.

At the same time ORRadio industries, another leading tape supplier, announced refinements in its "Green Band" Irish seven-inch recording tape—a "Ferro-Sheen" process already used for other reels. ORRadio claims an "upgrading in quality" without extra cost to the consumer.

Among other news-makers at the exhibition was Pentron Corp., manufacturer of tape recorders, which introduced (1) a stereophonic tape designed for true reproduction at low cost, (2) a high fidelity recorder for cabinet or home use and (3) a stereo magazine tape player for monaural and stereophonic sound reproduction, simultaneously. Appointment of Gail S. Carter, formerly with Permo Inc., as sales manager of Pentron was announced by president Irving Rossman.

Among other innovations:

• A new auto radio aerial (the "Silveramatic")—a fiber glass rod with chrome-like finish, claimed to be resistant to rust, corrosion and changing weather conditions—by Wards Products Corp.

• A new power-point phonograph cartridge-needle combination unit, claimed to cost less than two comparable needles alone without cartridge, and a professional 100 w amplifier for high fidelity musicasting and industrial uses —by Electro Voice Inc.

• An indoor tv antenna "Filter-Tenna," claimed to reject certain electrical disturbances without affecting the signal—by Dynamic Electronics-New York.

• An outdoor matching transformer which passes alternating current, for use in remote operation of rf amplifiers—by Jerrold Electronics Corp.

Raytheon-Admiral Sale Conjecture Increases

ADMIRAL CORP., Chicago was a center of conjecture last week regarding rumored negotiations to buy Raytheon Manufacturing Co., also Chicago, and choice of a new advertising agency for Admiral.

Admiral is reported to have undergone negotiations for purchase of Raytheon Mfg. Co.'s tv-radio operations in Chicago. Raytheon would retain its government business, which accounts for perhaps 70% of its sales.

It was understood that Ross D. Siragusa, Admiral president, had denied the report, though he issued no formal statement. Neither Mr. Siragusa nor Edmond I. Eger, vice president-advertising, could be reached for comment. Henry F. Argento, Raytheon vice president for tv-radio operations, also was unavailable.

Reports involving Raytheon, manufacturer of tv and radio receivers, have been current in Chicago for more than a year. Raytheon manufactures electronics products solely. Admiral also makes electric ranges and other appliances in the white goods field, in addition to radio and television sets.

Admiral also was the topic of conversation in connection with the selection of an advertising agency to replace Russel M. Seeds Co. (see early story, page 55). It was understood a Chicago-based agency would be announced within the next fortnight, but Admiral spokesmen were silent on the new agency, perhaps pending developments on the reported Admiral-Raytheon discussions.

IT&T Reports on C-F Sale, Announces Behn Retirement

A LOSS sustained in the recent sale of the radio-tv receiver business of Capehart-Farnsworth Co. by International Telephone & Telegraph Corp. to the Ben Gross Corp. [B•T, May 14] will be covered almost entirely by reserves previously accumulated, IT&T stockholders were told at their annual meeting last week held at Nutley, N. J. The Farnsworth Electronics Div., a separate IT&T operation not involved in the sale, is earning a satisfactory return on investment, IT&T shareholders learned.

Announced at the meeting was the retirement of Col. Sosthenes Behn, 74, chairman of IT&T, who with his brother, Hernand Behn, founded the company in 1921.

Zenith Seeks to Increase Damage Claims Against Three

PERMISSION to increase damage claims in its patent counter-suit against three electronics manufacturers was granted to Zenith Radio Corp. in Chicago Federal District Court Tuesday.

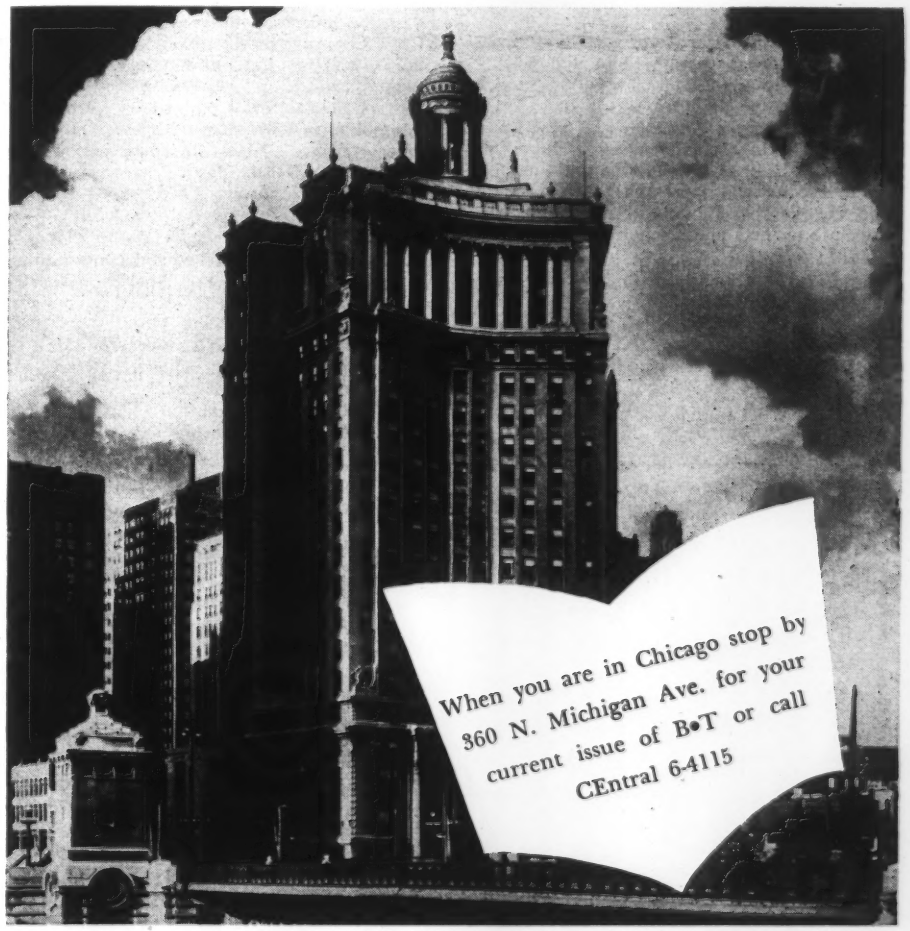
Zenith petitioned Judge Michael Igoe for authority to raise damages from the present $16,056,549 to $61,750,305. Zenith attorneys told Judge Igoe the new claim stems from worldwide depositions claimed to more accurately fix the company's alleged loss.

Aside from the new Zenith claim covering 1940-56, Judge Igoe also allowed RCA attorneys to file a motion to strike the amended counter-claim and scheduled arguments on the motion for June 8.

The trial, involving Zenith's counter-suit against RCA, General Electric Co. and Western Electric Co. and charges of antitrust violations, was originally set to resume in district court Oct. 1.

Reorganization at Emerson

REORGANIZATION of the operating structure of Emerson Radio & Phonograph Corp., Jersey City, from a horizontal to a vertical basis was announced last week by Benjamin Abrams, president. Under the move, the company will consist of two autonomous divisions —the radio-telegraph-phonograph division under Dorman D. Israel, executive vice president and a member of the board of directors, and the government contracts division under Morton P. Rome, vice president in charge of government contracts.



Sponsors of Three Programs Cited by 'Saturday Review'

SPONSORS of three television and one radio program are winners of citations by the *Saturday Review* for distinguished achievement in the public interest. In addition, the magazine presented a posthumous citation to the late Fred Allen for his "uncompromising courage, integrity and vision. . . ."

Sponsors cited and the programs include Aluminium Ltd. of Canada, J. P. Stevens Co., Scott Paper Co., sponsors of *Omnibus* (CBS-TV); The Texas Co. for the *Metropolitan Opera* (ABC-Radio); CBS for *See It Now*; and American Dairy Assn., American Motors Corp., Courtaulds Canadian Ltd., Derby Foods Inc., Swift Canadian Co., for *Disneyland* (ABC-TV).

Runners-up for citations were Ford Motor Co., Radio Corp. of America, for *Producers' Showcase* (NBC-TV); NBC, for *NBC-Opera Theatre;* NBC, for *Wide Wide World;* Hallmark Co., for *Maurice Evans Presents* (NBC-TV); Armstrong Cork Co., for "Nightmare in Red" (NBC-TV), and NBC-TV, for *Conversations With Distinguished Persons.*

California AP Broadcasters Announce 1955 Award Winners

THE California Associated Press Radio Assn. presented 52 certificates of merit for outstanding performances in 1955 at its annual meeting in San Francisco May 19.

Sharing the top AP news origination award were KHUM Eureka, KMYC Marysville, KSCO Santa Cruz and KPRL Paso Robles. All four stations were cited for "resourceful and courageous reporting of the flood situation," (referring to the Christmas 1955 flood in northern California.)

Awards for overall general excellence went to KCBS San Francisco in radio and KNXT (TV) in television. A special public service award went to the three stations in the Marysville-Yuba City area—KMYC, KUBA and KAGR. The three combined operations when KMYC and KUBA were flooded out.

First, second and third place awards were made, covering a wide field of news endeavor. First place winners and categories follow:

Radio Division:

Best Local Regularly Scheduled News Show; (Metropolitan)—KCBS San Francisco, Don Mozley, *Ten O'Clock Wire;* (Non-Metropolitan) —KSCO Santa Cruz, Local News.

Best Local Regularly Scheduled Farm Show; (Metropolitan)—KNBC San Francisco, Henry Schacht. (Non-Metropolitan) — KPRL Paso Robles, Dale Schwartz.

ROGER W. CLIPP (l), general manager of the radio-tv division of Triangle Publications Inc., accepts the Poor Richard Almanack Medal on behalf of WFIL-TV Philadelphia, which was given the award by Philadelphia's Poor Richard Club for its telecast of "Benjamin Franklin—the Compleat Man." Making the presentation is George M. Neil, club president. WFIL-TV was cited for its contribution to the world-wide celebration of the 250th anniversary of Franklin's birth.

Best Local Regularly Scheduled Sports Show; (Metropolitan)—KABC Los Angeles, *Big Game Rally.*

Best Local Special Events Coverage; (Metropolitan)—(tie) KCBS San Francisco, "Marcus Kidnapping," KNX Los Angeles, "Sammy Lee Story." (Non-Metropolitan) — KMYC Marysville, "Flood Emergency."

Best Documentary Program; (Metropolitan) —KNX Los Angeles, *Roadblock.* (Non-Metropolitan)—KHUM Eureka, Frank Brown, *July Fourth.*

Best Editorial or Commentary Program; (Metropolitan)—KFI Los Angeles, Kerwin Hoover, *Home Town Happenings.* (Non-Metropolitan)—KPRL Paso Robles, Joe Aleman and Dale Schwartz, *Let's Look at the Weather.*

Television Division:

Best Local Regularly Scheduled News Show; (Metropolitan)—KNXT Los Angeles, *The Big News.* (Non-Metropolitan)—KBET Sacramento, Hank Thornley and Paul Meeks.

Best Local Special Events Coverage; (Metropolitan)—KFMB-TV San Diego, "Return of the First Marines from Korea."

Best Documentary Program; (Metropolitan) —KNXT Los Angeles, *Focus on Delinquency.*

Chicago Ad Club Confers Station, Sponsor Awards

A SPECIAL AWARD was presented by the Chicago Federated Adv. Club, honoring RCA, WNBQ (TV) Chicago and Jules Herbuveaux, NBC vice president, for "initiative and foresight" in pioneering color television in that city. The citation highlighted CFAC's 14th annual advertising awards competition dinner at the Sheraton Hotel May 16.

Network citations went to ABC Radio for Don McNeill's *Breakfast Club,* ABC-TV for *Kukla, Fran & Ollie* and NBC-TV for *Zoo Parade.*

Among stations, WBBM-TV Chicago won six first-place awards for outstanding programs, while WNBQ captured four and WMAQ three. Other station winners were WLS and WBBM in radio and WBKB (TV) and WGN-TV, all Chicago.

Advertisers receiving citations were Pacific Garden Mission, Tabor Oldsmobile, Standard Oil Co. of Indiana, the Texas Co., Pepsodent Div. of Lever Bros., all in radio, and the following in television: Gordon Baking Co., Harris Trust & Savings Bank, Illinois Bell Telephone Co., Standard Oil Co. of Indiana, Chicago Motor Club, Pepsodent Div., Kellogg Co., Kimberly-Clark Corp., James Vernor Co. (soft drinks), Hamilton Glass Co. and S. C. Johnson & Son (wax).

William A. McGuineas, WGN Inc., was chairman of the CFAC awards committee radio division, and James Stirton, MCA, head of the television division. Mr. Stirton also is president of the Broadcast Adv. Club of Chicago.

Bankers Life Co. Honored For Film on Disabled Persons

PRESIDENT Eisenhower's Committee for the Employment of the Handicapped has presented its annual distinguished service award to John D. MacArthur, president of the Bankers Life & Casualty Co., Chicago. The award is made for outstanding work in helping the handicapped find jobs.

Bankers Life & Casualty Co. produced, through Swanson & Dalzell, New York public relations firm, a 13½-minute film, "America's Untapped Asset," pointing up the mutual benefits to both employer and employe in hiring partially disabled persons. A print of the film was given outright to every television station in the United States and has had approximately 4,000 showings on tv and an estimated 18,000 showings in schools, civic clubs, factories, and military installations throughout the United States.

Mr. MacArthur's award was accepted by Cal Swanson, president of the firm which created the film.

Abrams, Starch, Day Honored

GEORGE J. ABRAMS, advertising vice president of Revlon products; Daniel Starch of the radio-tv and print research firm bearing his name, and Lloyd Day of the copy department of BBDO, were to be honored for "distinguished service to advertising" by the New York Alumni Assn. of Alpha Delta Sigma, advertising fraternity, at its annual banquet Friday night. Mr. Abrams and Mr. Starch, who were to be principal speakers, were honored respectively for contributions in the field of advertising management and for contributions in the field of readership and listenership. Mr. Day was cited for creativity.

IN CINCINNATI . . .
LOOK AT AUDIENCE
LOOK AT COST
LOOK AT POWER

The L.B. WILSON STATION

WCKY

CINCINNATI . . . OHIO . .

IT'S OBVIOUS . . .
FOR
MORE AUDIENCE
LESS COST
HIGHEST POWER

Pan American Union Honors Radio Figures for Service

THE Pan American Union has honored representatives of radio stations and networks for fostering inter-American friendship through public service programs. Citations expressing the appreciation of the union for free air time were presented by Dr. Jose A. Mora, secretary-general of the Organization of American States.

Stressing the special significance of National Radio Week to the Pan American Union, Dr. Mora said, "It is a week dedicated to one of the information mediums that has served us best and has been most generous to us."

Receiving the citations were Everett L. Dillard, WDON and WASH-FM Washington; Wiley Hance, ABC manager of public relations; Robert F. Hurleigh, Mutual in Washington; Hollis Seavey, Clear Channel Broadcasting Service; M. Robert Rogers, WGMS Washington; Norman Reed, WWDC Washington; Frederick S. Houwink, WMAL Washington, and Henry Rau, WOL Washington.

Four Years of College Awarded to 10 by Y&R

TEN YOUNGSTERS, two of them reportedly "hardship cases," have been declared winners of Young & Rubicam's scholarship awards program, permitting four-year attendance at the college of their choice. Y&R has set aside an additional $2,000 to provide educational aid to "two young men who have demonstrated a particularly heartening adjustment to unusual and difficult circumstances."

Winners are Barbara Bisogno, New York; Rose de Paola, New York; Tomas A. Feare, Park Ridge, Ill.; Stephen Guzy, Little Silver, N. J.; Edythe C. Haber, Brooklyn; Robert C. Hackett, Chappaqua, N. Y.; Patricia J. McNamara, Buffalo, N. Y., and Nathaniel M. Queen, Brooklyn. The two "hardship case" winners are Dominick Manfredi, Mt. Herman School, Mt. Herman, Mass., and Anthony Rodriguez, St. Christopher's School, Dobbs Ferry, N. Y. They were picked by the Educational Testing Service, Princeton, N. J., administrators of college board exams.

TOP NAVY AWARD to civilians—the distinguished public service medal—is presented Walter A. Shaeffer (l), president of Sheaffer Pen Co., by Secretary of Navy Charles S. Thomas. The award, given for "outstanding contribution to the Naval establishment in the fields of public information, education, security and morale," also was presented to F. L. Maytag II, head of the washing machine firm bearing his name. The Shaeffer and Maytag companies are co-sponsors of the tv program *Navy Log*, based on true life exploits of Naval personnel.

BRIG. GEN. DAVID SARNOFF, chairman of the board of RCA, receives the Army's highest civilian decoration—the medal for exceptional service—at ceremonies last week in Washington, D. C. Secretary of Defense Charles E. Wilson pins on the award while Secretary of the Army Wilber M. Brucker, who made the presentation, watches. Gen. Sarnoff was praised by Secretary Wilson for his service to the Army and the nation in the fields of communications and electronics and for his efforts in spurring enlistments in the military reserve as chairman of the National Security Training Commission.

AWARD SHORTS

Si Willing, general manager, KTLD Tallulah, La., and president of Tallulah Junior Chamber of Commerce, received certificates citing his leadership of chapter which won state Operation Civic Service certificate.

Fred Wolf, bowling announcer, WXYZ-TV Detroit, named by Bowling Proprietors Assn. of Greater Detroit as one who has done most for "growth and elevation" of game during past year.

Robert Young named Television Father of the Year last week by National Father's Day Committee. Film program starring Mr. Young, *Father Knows Best*, won organization's annual tv award. Series, produced by Screen Gems Inc., N. Y., is sponsored by Scott Paper Co., Chester, Pa., through J. Walter Thompson Co., N. Y.

Bob Considine, MBS commentator, named Radio Father of the Year by National Father's Day Committee.

Granville C. Ryan and **Donald A. Blomquist,** co-producers of *Youth Bureau—Boys in Trouble* program on WXYZ-TV Detroit, recognized for service to police and city in civilian citations from Detroit police commissioner.

L. E. Caster, president, WREX-TV Rockford, Ill., received Eisenhower Prayer Award, highest recognition bestowed by Treasury Dept. on individual for cooperation in savings bond program.

Bill Yearout, KCMO-AM-FM-TV Kansas City personality, named Man of the Year by local B'nai B'rith chapter for community work.

NBC-TV's *March of Medicine* (Sun., 5:30-6 p.m. EDT) cited for "creative pioneering in medical journalism through television . . ." by Albert and Mary Lasker Foundation and Nieman (Harvard U.) Foundation. Lasker award for medical journalism was first ever presented to tv program.

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YOUR MONEY
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SALES
FOR YOUR PRODUCTS
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Educational Radio-Tv Center Announces Additions to Staff

FOUR radio-tv educators will join the staff of the Educational Television & Radio Center, Ann Arbor, Mich., this summer as the center expands its program services to the 20 educational stations now on the air. A fifth man will serve on a short-term basis.

Kenneth Christiansen, project director of educational television for the Southern Regional Education Board, will assume the new position of program manager for the center. Other appointments, for one year only, include Donley Fedderson, professor and chairman of radio-tv at Northwestern U.; Kenneth D. Wright, director of broadcasting at the U. of Tennessee, and Milo Ryan, associate professor in the U. of Washington School of Communication. Dr. Glenn Starlin, acting chairman of speech at the U. of Oregon, who served with the center in 1954-55, will rejoin the program staff from June through August.

Kansas State Plans Four Radio-Television Workshops

FOUR two-day radio and television workshops for county extension personnel are planned for this fall by Kansas State College, Manhattan, Kenneth E. Thomas, head of the department of extension radio, has announced.

The workshops will be conducted in cooperation with WIBW-TV Topeka, KOAM-TV Pittsburg, KTVH (TV) Hutchinson and KCKT-TV Great Bend, all Kansas. Instruction will be given by Joe Tonkin, chief of the audio-visual branch of the federal extension service; Don Schild, visual aids specialist with the federal extension service, and G. E. Landen, Kansas State radio-tv specialist.

Engineering Seminar Opens

MAGNETIC video tape equipment and mass duplication of tape recordings for radio will be explored at the first Radio & Audio Engineering Seminar of the National Assn. of Educational Broadcasters which opened yesterday (Sunday) and continues through June 1 at the U. of Illinois, Urbana. Talks and demonstrations by representatives of magnetic tape and recorder manufacturers, including Ampex Corp., Audio Devices and Minnesota Mining & Mfg. Co., will highlight the seminar, which is held through a grant from the W. K. Kellogg Foundation.

WCAU Gives Gift to School

WCAU Philadelphia has presented a complete tape recording system to the U. of Pennsylvania for use by the campus radio station and the School of Journalism. Last January WCAU gave the university a gift of $1,000 to be used in improving its television and radio teaching facilities. The university purchased reference library and broadcasting equipment with the money, which was the amount received by WCAU from the Alfred I. DuPont Awards Foundation for the station's work in the field of educational television.

Educational Group Adds 3 Tvs

THREE new educational tv stations—WKNO-TV Memphis, WHYY-TV Philadelphia, and WIPR-TV San Juan, P. R.—have announced plans to join the National Educational Tv Network this year. WKNO-TV plans to begin operations early this summer, WIPR-TV in December, and WHYY-TV in October. Opening of the new stations will bring to 23 the number of educational tv outlets, according to George L. Hall, director of development for the Educational Radio-Tv Center. Most recent stations to join the network were KETA-TV Oklahoma City in April, and WTHS-TV Miami last August.

NAEB Topics Scheduled

TOPICS for a series of "curbstone clinics" on radio-tv problems have been announced by the National Assn. of Educational Broadcasters for its annual convention in Atlanta Oct. 16-18. Radio clinics will explore such subjects as research, fm, children's programming, program ideas, budgetary considerations for station operation and engineering. Tv topics include video vs. kinescope recording, budgets, credit courses, research methods, film production, closed circuit television, news and low power tv station possibilities.

WTTW (TV) Gets Catholic Aid

SCHOOLS of the Catholic Archdiocese of Chicago have contributed a check for $30,000 to the Chicago Educational Television Assn. fund for its non-commercial, educational station, WTTW (TV). The money was collected by the school board from thousands of pupils in parochial schools throughout the Chicago area, and accepted Wednesday by Dr. John W. Taylor, WTTW executive director.

Lutherans Name Hertsgaard

ROLF HERTSGAARD, former head of his own radio-tv packaging firm in Minneapolis, last week was named secretary of the newly-created radio-tv department, National Lutheran Council. As head of the new NLC arm, Mr. Hertsgaard will supervise all planning and execution of participating members' broadcast activites.

Before forming his own production firm in 1950, Mr. Hertsgaard was with WCCO Minneapolis, KOA Denver, KOTA Rapid City, S. D., and KSTP Minneapolis, as announcer, writer and newscaster.

EDUCATION PEOPLE

Dr. Clarence L. Menser, since 1950 professor of speech at Stetson U., Deland, Fla., director of radio and manager of university-owned WJBS Deland, resigned. Dr. Menser, former NBC vice president, will devote full time to citrus and cattle interests in Palm Beach County.

Samuel Barber, engineer, WFIL-TV Philadelphia, named chief engineer for education station WHYY-TV Philadelphia. **Mrs. Winifred Braun** of Westmont, N. J., to WHYY-TV as secretary.

William B. Gould, film editor, Southwest Film Laboratory, Dallas, Tex., to WKNO-TV Memphis, Tenn., education station, as film manager.

John P. Kelly, engineering staff, WEEI Boston, to Lincoln Laboratory research staff of Mass. Institute of Technology.

Jack C. Ellis, Northwestern U. faculty, Evanston, Ill., appointed assistant professor of film.

EDUCATION SHORT

Indiana U., Bloomington, next fall will offer new curriculum to prepare students as women's directors of radio and tv stations. Curriculum leading to B.S. was developed after study of station needs. It includes courses in arts and sciences, radio and tv, home economics, social service, English literature, psychology and journalism.

Bavarian Radio Plans Commercial Tv by Oct.

THE Board of Bavarian Radio, Munich, West Germany, has announced it will introduce commercial segments into the organization's tv programs, starting in October this year. Commercial television thus would be introduced in West Germany through commercial segments in the already existing stations' schedules rather than through the establishment of separate and independent companies and stations.

The commercial segment in Bavarian Radio's schedule will be from 7:30 to 7:55 p.m. daily, followed by the normal and non-commercial programs.

Bavarian Radio is a quasi-official organization. It is non-profit and state-owned. Other existing organizations, South German Radio, South West German Radio, North German Radio, West German Radio, Hesse Radio, Radio Free Berlin and Radio Bremen, are expected to follow the pattern set by Bavarian.

There is much opposition against the handling of commercial television by a quasi-official organization. Groups favoring independent stations comprise newspaper publishers and other interests. Radio advertising has been handled by the quasi-official German broadcasting organizations for a period of years with opponents unsuccessful in attempts to remove the commercial segments, from the otherwise non-commercial broadcasts, for use on proposed commercial radio stations.

Existing stations hope to gain additional revenue to supplement their set license fee income and they, reportedly, are anxious to let no separate system as, for example, ITA in Britain, enter the scene in Germany. At present, no sponsored programs are planned. It is likely that commercial time slots will be filled with something like prolonged spots.

U. of British Columbia Backs Private Tv Stations

PRIVATELY OWNED local radio and television stations should be encouraged and competing tv stations should be allowed in single-station cities as soon as possible, members of the faculty of the U. of British Columbia told the Royal Commission on Broadcasting when it held its sitting at Vancouver in mid-May.

The university dons also suggested that some separation of the regulatory and operational powers of the Canadian Broadcasting Corp. would be advisable if it did not weaken the effectiveness of the CBC board of governors.

A university student group also backed the faculty in its brief for a separate regulatory body for broadcasting and for establishment of second tv stations in Canadian cities.

First member of the Canadian Parliament to be heard by the commission was T. H. Goode (**Liberal member for Burnaby-Richmond, B. C.**). **He said the CBC should not be afraid of competition from private television.** He pointed out that if the CBC, with its government money and head start on experience, could not meet competition it should get out of the entertainment field. He argued for the establishment of a tv station in Vancouver's suburban Burnaby and told the commission that with only one tv station in Vancouver, much Canadian advertising money is going to U. S. border tv stations which are seen regularly by Vancouver viewers.

INTERNATIONAL PEOPLE

R. M. MacLennan to commercial manager of CJOB Winnipeg, Man.

M&R STAGES GIANT MEETING

DESCRIBED by MBS as the first coast-to-coast sales meeting of a major drug distributor, McKesson & Robbins May 18 held a 543-station closed circuit broadcast via Mutual to promote M&R's sponsorship of Bob & Ray (Mon.-Fri., 5-5:45 p.m. EDT), beginning today. Most of the drug distributor's key sales staff in the U. S. heard top executives describe the firm's advertising plan to open sponsorship of the show to eight drug products in a campaign to make the U. S. "druggist-conscious."

Participating in the closed circuit broadcast were Bob Elliott and Ray Goulding, MBS Board Chairman Thomas F. O'Neil, MBS President John B. Poor, George Van Gorder, M&R chairman-president, and other high-level M&R sales executives.

KDNT RUNNING POLICE CAR

KDNT Denton, Tex., has its third mobile news unit on the roads, operating not only as a station broadcast unit but as Police Car 99 as well. The station wagon carries two-way police equipment with station personnel deputized to handle police calls.

KDKA PARTY ENDS N. Y. DRIVE

AS a means of acquainting broadcasting and advertising executives in New York with the "New Pittsburgh" market and introducing its newest disc jockey, Art Pallan, KDKA Pittsburgh held a cocktail party at the Stork Club last Tuesday. Highlight of the evening was a 10-minute film, produced by the station's promotion department, titled "Meet the New Pittsburgh—Where Everything's Moving." Slanted to the national advertiser, the film stresses that Pittsburgh is composed of hundreds of small communities, all within hearing distance of KDKA. The nightclub party wound up a campaign in which Westinghouse Broadcasting Co. had placed 20 of Mr. Pallan's record shows on WINS New York, purchasing the time to bring the program to the attention of agency timebuyers [B•T, May 7].

AUTRY CAST MEMBER STEPS UP

WILLIAM WRIGLEY Jr. Co. (chewing gum), Chicago, has announced replacement for the recently vacated *Gene Autry Show* on CBS Radio. The program will star Autry cast member Pat Buttram—signed by Wrigley and CBS Radio—and will be called *Pat Buttram Show*. It is expected to fill the Sunday, 6:05-6:30 p.m. EDT slot temporarily occupied by a new CBS show called *O'Hara*.

NBC-TV FIRMS FALL LINEUP

NBC-TV's Friday night lineup for fall is all but set, with Gulf's *Life of Riley* slated to move forward to 8 p.m. from 8:30 p.m., EDT, and to be followed by a new, as yet unnamed, show in the 8:30-9 p.m. period sponsored by P. Lorillard and Toni Co.; 9-9:30 p.m. will be filled by *On Trial*, sponsored by Campbell Soup Co., and *Big Story*, now in at 9 p.m., will move to 9:30-10 p.m., continuing under sponsorship of American Cigar and Cigarette Co. (Pall Mall). The fights, sponsored by Gillette, will start at the usual 10 p.m. time.

'BAPTIST HOUR' MARKS 15 YEARS

A PRAYER for peace, highlighting yesterday's *Baptist Hour* broadcast and joined in by more than a million members of Southern Baptist churches, climaxed a week-long observance of the 15th anniversary of that program on the air. *The Baptist Hour*, starting with 17 stations in 11 states in 1941, has grown to 384 stations. The beginning of the anniversary week was proclaimed May 21 by governors of a number of states. A feature of the observance was the simultaneous playing of a specially produced 35-minute anniversary record at evening services in more than 1,000 churches of the Southern Baptist Convention. Titled "The *Baptist Hour* Through a Dramatic Era in World Events," the record contains excerpts from speeches by Churchill, Roosevelt and other world leaders.

KYA PUTS OVER REALTY EFFORT

EIGHT star personalities from the KYA San Francisco talent roster helped put over what builders called the most successful grand opening ever staged by a Bay Area development. The opening of the Warford Mesa Estates in Orinda, featured one model home with each room furnished to reflect the program format and character of each of the station's eight star personalities, who were on hand to officially open the new community. The event was promoted with a saturation schedule on KYA for one week before the opening, with no other media used. Despite heavy rains, some 6,000 visitors came to the opening from as far away as Fresno and Sacramento.

WBNS-TV AIRS JURY PRIMER

A SPECIAL documentary, *Primer for a Juror*, was presented Thursday, 8:30-9:30 p.m., on WBNS-TV Columbus, Ohio, in cooperation with the advisory board of the Columbus Bar Assn. The program explored jury duty, featuring the mechanics of choosing jurors and typical jury procedure during the progress of a court case. Along with the program, the station prepared a teacher's guide on the jury system and procedures for use as supplemental material in the classroom.

SOCIALIST CONCLAVE ON CBS

A SPEECH on socialism by Norman Thomas, Socialist Party leader, to be made June 9 at the 30th national convention of the party at the Midwest Hotel, Chicago, will be broadcast by CBS Radio (10:45-11 p.m. EDT). Mr. Thomas was the Socialist Party's candidate for President in six national elections, 1928 through 1948.

'GOING PLACES' IN FOR 'CIRCUS'

SUMMER replacement for *Super Circus* on ABC-TV, Sundays, 5-6 p.m. EDT, will be a variety show called *Going Places*, claimed as the first network live program to originate regularly from Miami, Fla. Jack Gregson will be master of ceremonies, with the first show on the air June 3. Stone Assoc., New York, packager for *Super Circus*, also will produce the summer substitute.

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Godfrey's Power

A GRAPHIC demonstration (250,000 requests) of the "pulling" power of radio-tv personality and aviation enthusiast Arthur Godfrey has been given during past weeks.

On March 16 Mr. Godfrey addressed the sixth annual conference of the National Aviation Education Council in New York on "What Aviation Education Means To Me." He subsquently offered a copy of the address free upon request.

Carl Parent, president of the Washington, D. C., firm handling requests for Mr. Godfrey's speech, reported that at the present time 250,000 have been received. He said that a staff of 12 persons are working full time fulfilling these requests.

An industry spokesman said that al-

CAPITAL AIRLINES Hostess Gloria Galloway unloads another sack on the growing pile of requests.

though Mr. Godfrey has always demonstrated great "pulling" power from his listening and viewing audience, this is one of the greatest demonstrations of that power in the history of broadcasting.

At the request of Sens. Richard Russell (D-Tenn.) and Lyndon Johnson (D-Tex.), Mr. Godfrey's aviation speech was entered in the *Congressional Record* by unanimous consent.

FARRELL TO OCCUPY 'LUCY' SPOT

PROCTER & GAMBLE Co. (Lilt), through Grey Adv., N. Y., and General Foods Corp. (Instant Sanka) through Young & Rubicam, N. Y., last week jointly announced that effective July 2, *The Charlie Farrell Show*, a Hal Roach Jr. filmed situation comedy, will replace Desilu's *I Love Lucy* on CBS-TV for the summer months.

HERRIDGE TO LIFT SHOW HAIRLINE

THE summer audience of CBS-TV's *Studio One* will be exposed to "offbeat culture" when Robert Herridge, former producer of WCBS-TV New York's experimental *Camera Three* program takes over the helm of the Westinghouse show June 11. A spokesman for Mr. Herridge said he plans to bring to the network some of *Camera Three's* former "highbrow material," including works of Stephen Crane, John Steinbeck and Conrad Aiken.

Station Authorizations, Applications
(As Compiled by B • T)
May 17 Through May 23

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

Cp—construction permit. DA—directional antenna. ERP—effective radiated power. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw kilowatts. w—watts. mc—megacycles. D—Day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. Kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization. STA—special temporary authorization.

Am-Fm Summary Through May 23

	On Air	Licensed	Cps	Appls. Pending	In Hearing
AM	2,848	2,848	234	397	105
Fm	532	534	45	24	1

FCC Commercial Station Authorizations
As of April 30, 1956*

	Am	Fm	Tv
Licensed (all on air)	2,844	520	175
Cps on air	28	14	314
Cps not on air	118	13	114
Total on air	2,872	534	489
Total authorized	2,990	547	603
Applications in hearing	157	2	131
New station requests	275	6	29
New station bids in hearing	101	0	96
Facilities change requests	141	5	31
Total applications pending	872	54	288
Licenses deleted in April	1	3	0
Cps deleted in April	0	0	0

*** Based on official FCC monthly reports. These are not always exactly current since the FCC must await formal notifications of stations going on the air, ceasing operations, surrendering licenses or grants, etc. These figures do not include noncommercial, educational fm and tv stations. For current status of am and fm stations see "Am and Fm Summary," above, and for tv stations see "Tv Summary," next column.**

Tv Summary Through May 23

Total Operating Stations in U. S.:

	Vhf	Uhf	Total
Commercial	336	95	431[1]
Noncom. Educational	15	5	20[2]

Grants since July 11, 1952:

(When FCC began processing applications after tv freeze)

	Vhf	Uhf	Total
Commercial	117	311	428[3]
Noncom. Educational	20	19	39[4]

Applications filed since April 14, 1952:

(When FCC ended Sept. 28, 1948-April 14, 1952 freeze on tv processing)

	New	Amend.	Vhf	Uhf	Total
Commercial	994	337	779	552	1,331[5]
Noncom. Educ.	61		34	27	61[6]
Total	1,055	337	813	579	1,392[7]

[1] 167 cps (32 vhf, 135 uhf) have been deleted.
[2] One educational uhf has been deleted.
[3] One applicant did not specify channel.
[4] Includes 34 already granted.
[5] Includes 642 already granted.

FCC ANNOUNCEMENTS

New Tv Stations . . .

APPLICATIONS

Bowling Green, Ky.—George A. Brown Jr., vhf ch. 13 (210-216 mc); ERP 75.8 kw vis., 45.7 kw aur.; ant. height above average terrain 801 ft., above ground 600 ft. Estimated construction cost $165,596, first year operating cost $72,000, revenue $100,000. Post office address 809 Covington Ave., Bowling Green. Studio location 12.5 miles northwest of Bowling Green. Trans. location 12.5 miles northwest of Bowling Green. Geographic coordinates 37° 05′ 47″ N. Lat., 86° 37′ 25″ W. Long. Trans. and ant. RCA. Legal counsel Koteen & Burt, Washington. Consulting engineer W. J. Holey, Atlanta, Ga. Mr. Brown is Kentucky representative of General Shoe Corp. Filed May 17.

Louisville, Ky.—Sarkes Tarzian Inc., uhf ch. 21 (512-518 mc); ERP 272.2 kw vis., 147.7 kw aur.; ant. height above average terrain 725 ft., above ground 399 ft. Estimated construction cost $254,989.35, first year operating cost $250,000, revenue $225,000. Post office address E. Hillside Drive, Bloomington, Ind. Studio location Louisville. Trans. location about 3.4 miles north of Floyds Knob, Ind. Geographic coordinates 38° 21′ 49″ N. Lat., 85° 50′ 08″ W. Long. Trans. and ant. RCA. Legal counsel A. L. Stein, Washington. Consulting engineer George P. Adair, Washington. Sarkes Tarzian, tv equipment manufacturer, is licensee of **WTTS, WTTV (TV) Bloomington,** and is applicant for ch. 13 at Bowling Green, Ky. Filed May 21.

Reno, Nev.—Ettlinger Bcstg. Corp., vhf ch. 4 (66-72 mc); ERP 5.62 kw vis., 2.81 kw aur.; ant. height above average terrain minus 508 ft., above ground 200 ft. Estimated construction cost $94,900, first year operating cost $109,831.92, revenue $157,200. Post office address 6000 Sunset Blvd., Los Angeles, Calif. Studio location Reno. Trans. location Reno. Geographic coordinates 39° 31′ 32″ N. Lat, 119° 48′ 41″ W. Long. Trans. and ant. RCA. Legal counsel Joseph Brenner, Beverly Hills, Calif. Consulting engineer Charles Theodore, Fresno, Calif. Principals include Pres. **John A. Ettlinger** (40%), 51% owner of Medallion Productions (film production), sole owner of Medallion Tv Sales (film distribution), sole owner of Jett Adv. Agency, L. A., and sole owner of John A. Ettlinger Assoc. (film distributors' representatives); and Vice-Pres. **Julien M. Saks** (60%), partner in Klein & Saks, Wahington, (management consultants and economists). Filed May 22.

Arlington, Va.—Northern Virginia Broadcasters Inc., uhf ch. 20 (506-512 mc); ERP 1000 kw vis., 509 kw aur.; ant. height above average terrain 547 ft., above ground 439 ft. Estimated construction cost $333,875, first year operating cost $80,000, revenue $75,000. Post office address 5232 Lee Hwy., Arlington. Studio location 5232 Lee Hwy. Trans. location 5232 Lee Hwy. Geographic coordinates 38° 53′ 46″ N. Lat., 77° 08′ 03″ W. Long. Trans. and ant. RCA. Legal counsel Philip M. Baker, Washington. Consulting engineer Russell P. May, Washington. Northern Virginia Broadcasters Inc. is licensee of **WARL-AM-FM Arlington.** Filed May 22.

Casper, Wyo.—The Casper Mountain Television Corp., vhf ch. 6 (82-88 mc); ERP 6.02 kw vis., 3.02 kw aur.; ant. height above average terrain 1620 ft., above ground 190 ft. Estimated construction cost $87,139, first year operating cost $100,000, revenue $125,000. Post office address Room 217, Con Roy Bldg., Casper. Studio location Casper. Trans location 5.4 miles south of Casper. Geographic coordinates 42° 45′ 19″ N. Lat., 106° 19′ 21″ W. Long. Trans. and ant. RCA. Legal counsel Koteen & Burt, Washington. Consulting engineer Vandivere, Cohen & Wearn, Washington. Principals include Pres. **I. E. Shahan** (61.7%), employee-minority stockholder of **KVOC Casper;** and **William C. Grove Inc.** (30.9%), licensee of **KSID Sidney, Neb.** Filed May 16.

Riverton, Wyo.—Chief Washakie Tv, vhf ch. 10 (198-192 mc); ERP 64 kw vis., 32 kw aur.; ant. height above average terrain 1712 ft., above ground 138 ft. Estimated construction cost $137,346, first year operating cost $91,368, revenue $120,000. Post Office address Box 409, Worland, Wyo. Studio location Riverton. Trans. location near Boysen, Wyo. Geographic coordinates 43° 27′ 26″ N. Lat., 108° 12′ 02″ W. Long. Trans. Std. Electronics, ant. RCA. Consulting engineer Frank H. McIntosh & Assoc., Washington. Sole owners are **Joseph P. Ernst** and his wife **Mildred V. Ernst.** They are owners of **KWOR Worland, KWRL Riverton, Wyo.,** and **KRTR Thermopolis, Wyo.** Filed May 23.

Mayaguez, P. R.—Sucesion Luis Pirallo-Castellanos, vhf ch. 3 (60-66 mc); ERP 29.17 kw vis., 14.59 kw aur.; ant. height above average terrain 487 ft., above gound 249 ft. Estimated construction cost $206,104.09, first year operating cost $103,000, revenue $81,308. Post office address Box 479, Mayaguez. Studio location Mayaguez. Trans. location Mayaguez. Geographic coordinates 18° 11′ 35″ N. Lat., 67° 07′ 28″ W. Long. Trans. Std. Electronics, ant. RCA. Legal counsel Frank Stollenwerck, Washington. Consulting engineer Kear & Kennedy, Washington. Principals include **Esperanza Lopez** (60%), real estate investor, and four other stockholders each holding 10%. They are **Jose L. Pirallo-Lopez, Manuel Pirallo-Lopez, Carlos M. Pirallo-Lopez,** and **Carmen Esperanza Pirallo-Lopez.** Filed May 22.

PETITIONS

Community Telecasting Co., Farrell, Pa.—Petitions FCC for Rule-Making to substitute ch. 3

for ch. 73 at Youngstown, Ohio; substitute ch. 22 for ch. 47 at Pittsburgh, Pa., and to substitute ch. 79 for ch. 22 at Clarksburg, W. Va. Petitioner also requests Commission to issue orders to show cause to **WXTV (TV) Youngstown** why its cp should not be mod. to specify ch. 33 in lieu of ch. 73, and to **WTVQ (TV) Pittsburgh** why its cp should not be mod. to specify ch. 22 in lieu of ch. 47. Filed May 19.

WIP-AM-FM Philadelphia, Pa.—Petitions FCC requesting amendment of Part III of Commission's Rules governing tv stations by immediate issuance of Proposed Rule-Making for elimination of frequencies of 88 through 94 mc from fm band, and reassignment of these frequencies as ch. 6A to tv broadcast service. Filed May 15.

Storer Bcstg. Co.—Petitions FCC to amend Sec. 3.606(a) of Commission's Rules by deleting ch. 3 from Salem, Ore., and adding ch. 3 to Portland, Ore.; also to grant waiver of, or exception to, Sec. 3.636(a)(2) of Part III of Rules to permit petitioner to own and operate KPTV (TV) on ch. 3 without disposing of any of its existing vhf stations; and for further relief. Filed May 18.

Existing Tv Stations . . .

ACTIONS BY FCC

American Bcstg.-Paramount Theatres Inc.—Granted authority to transmit by cable or other means live tv programs relating to Democratic and Republican political conventions and national election returns to **XETV (TV) Tijuana, Mexico**, for rebroadcast purposes; grant is without prejudice to any action Commission may take in pending proceeding regarding application for blanket authority to transmit to XETV (TV) any and all ABC programs. By letter denied petition by **KFMB-TV San Diego, Calif.**, opposing grant. Action May 16.

KTVU (TV) Stockton, Calif.—Cp cancelled and call letters deleted for lack of prosecution. Action May 22.

KPLC-TV Lake Charles, La.—Granted mod. of cp to change ERP from 52.5 kw vis., 35.5 kw aur., to 316 kw vis., 158 kw aur., and make other equipment changes. Granted May 14.

WQED (TV) Pittsburgh, Pa.—Application seeking cp to make changes in facilities of existing tv returned. (Not signed by general manager.) Action May 17.

WBIR-TV Knoxville, Tenn.—Granted mod. of cp to make slight change in trans. location (no change in description other than coordinates), change studio locaton, and install new ant. system. Granted May 14.

APPLICATIONS

WAFB-TV Baton Rouge, La.—Seeks mod. of cp (which authorized new tv) to correct geographical coordinates; change ERP to 181 kw vis., 97.5 kw aur., and make changes in ant. system. Filed May 17.

WQED (TV) Pittsburgh, Pa.—Seeks cp to make changes in facilities of existing educational tv; change ERP to 125.35 kw vis., 62.95 kw aur., and make other equipment changes. Filed May 23.

KSD-TV St. Louis, Mo.—Seeks cp to make changes in facilities of existing tv; change trans. location to .2 miles northeast of intersection of Vermont and Heege Roads, St. Louis, and make ant. changes. Filed May 21.

KLSE (TV) Baton Rouge, La.—Seeks mod. of cp (which authorized new educational tv) to change ERP to 31.2 kw vis., 15.6 kw aur., and install new ant. system. Filed May 23.

KFJZ-TV Fort Worth, Tex.—Seeks mod. of cp (which authorized new tv) to change ERP to 210 kw vis., 106 kw aur. Filed May 17.

New Am Stations . . .

ACTIONS BY FCC

Jacksonville, Fla.—Joseph M. Ripley's application seeking cp for new am to be operated on 550 kc, 1 kw D, dismissed per Sec. 1.381 of Rules. Action May 23.

Bastrop, La.—Bastrop Bcstg. Co.'s application seeking cp for new am to be operated on 990 kc, 250 w D, returned. (Dated after verification.) Action May 22.

Munising, Mich.—Munising-Alger Bcstg. Co. granted 1400 kc, 250 w unl. Post office address P. O. Box 30, Munising. Estimated construction cost $15,477.99, first year operating cost $24,000, revenue $36,000. Principals in equal partnership are **Charles Symon**, part owner Munising News Co., **Stanley L. Sadak**, part owner Munising News Co., and **Richard E. Hunt**, 79% owner **WPTW Piqua, Ohio**, and 100% owner **WCBY Cheboygan, Mich.**, with application pending for Cheboygan ch. 4. Granted May 16.

Owego, N. Y.—Harlan G. Murrelle granted 1330 kc, 1 kw D. Post office address Sayre, Pa. Estimated construction cost $18,740, first year operating cost $46,250, revenue $62,000. Mr. Murrelle has interests in three New Jersey and Pennsylvania newspapers and is pres.-dir. of **WOND Pleasantville, N. J.**, and second vice pres.-dir. **WDBF Delray Beach, Fla.** Granted May 16.

Las Vegas, Nev.—Rainbow Inc. granted 1050 kc, 500 w D. Post office address 425 Fremont St. Estimated construction cost $20,340, first year operating cost $39,000, revenue $54,650. Principals include Pres. **Donald James Yellen** (40%), physicist, and Vice Pres. **Joseph J. Marandola** (60%), salesman-announcer **KRAM Las Vegas.** Granted May 16.

Alva, Okla.—Aubrey D. Conrow granted 1430 kc, 500 w unl. Post office address 25 South Western, Chanute, Kan. Estimated construction cost $14,270, first year operating cost $35,000, revenue $45,000. Mr. Conrow is research engineer. Granted May 16.

Franklin, Va.—News Publishing Co.'s application seeking cp for new am to be operated on 1220 kc, 250 w D, dismissed at request of attorney. Action May 21.

APPLICATIONS

Jasper, Ala.—Walker County Bcstg. Co., 1240 kc, 250 w unl. Post office address Drawer 620, Cullman, Ala. Estimated construction cost $16,428.25, first year operation cost $36,000, revenue $48,000. Sole owner **Hudson C. Millar Jr.** is owner and manager of **WKUL Cullman,** Filed May 17.

Mobile, Ala.—OK Bcstg. Corp., 1150 kc, 5 kw D. Post office address 505 Baronne St., New Orleans, La. Estimated construction cost $79,000, first year operating cost $108,000, revenue $132,000. Principals are equal partners **Jules J. Paglin**, pres.-50% owner of **WBOK New Orleans, WXOK Baton Rouge, La., WLOK Memphis, Tenn.**, pres.-39% owner of **KAOK Lake Charles, La.**, and pres.-43% owner of **KYOK Houston, Tex.**; and **Stanley W. Ray Jr.**, vice pres.-50%owner of WBOK, WXOK, WLOK, vice pres.-39% owner of KAOK, and vice pres.-43% owner of KYOK. Filed May 22.

Clarksville, Ark.—Peach County Radio, 1360 kc, 500 w D. Post office address P. O. Box 489, Clarksville. Estimated construction cost $17,588.46, first year operating cost $24,000, revenue $30,000. Principals are equal partners **Pat S. Goolsby**, farming interests, former general manager of **KFNA Mena, Ark.**; and **Chester Wilkerson**, merchandise interests. Filed May 22.

Fontana, Calif.—Louis Helfman, 1050 kc, 250 w D. Post office address 16755 Merrill Ave., Fontana. Estimated construction cost $42,213.40, first year operating cost $36,000, revenue $50,000. Mr. Helfman is automobile supply dealer and also holds real estate interests. Filed May 22.

Tulare, Calif.—SanVal Broadcasters, 1370 kc, 1 kw D. Post office address 1044 W. 25th St., Merced, Calif. Estimated construction cost $15,000, first year operating cost $48,000, revenue $54,000. Principals are equal partners **Gene V. Mitchell**, business interests; and **Robert T. McVay**, 2.5% stockholder of **KSDA Redding, Calif.**, and sports director of **KYOS Merced.** Filed May 22.

Jeffersonville, Ind.—Clark County Bcstg. Co., 1450 kc, 250 w unl. Post office address W. Dee Huddleston % **WIEL Elizabethtown, Ky.** Estimated construction cost $24,810, first year operating cost $48,000, revenue $55,000. Principals are equal partners, each holding 16.66%, **J. W. Hodges, H. F. Skidmore, C. A. Diecks, Stokley Bowling**, and **Horace E. Tabb**, equal partners of **WIEL Elizabethtown**; and **W. Dee Huddleston**, general manager of WIEL. Filed May 22.

Frostburg, Md.—Richard Field Lewis Jr., 740 kc, 250 w D. Post office address Drawer 605, Winchester, Va. Estimated construction cost $29,300, first year operating cost $50,000, revenue $60,000. Mr. Lewis is 60% owner of **WFVA Fredericksburg, Va.**, and is 100% owner of following stations: **WINC, WFRL (FM) Winchester, Va.; WHYL Carlisle, Pa.; WAYZ Waynesboro, Pa.**; and **WSIG Mount Jackson, Va.** He also holds cp for **WELD Fisher, W. Va.** Filed May 18.

Sylva, N. C.—Harold M. Thoms, 1480 kc, 5 kw D. Post office address 100 College St., Asheville, N. C. Estimated construction cost $7,625, first year operating cost $27,500, revenue $30,000. Mr. Thoms is 100% owner of **WISE-AM-TV Asheville**; 75% owner of **WEAM Arlington Va.**; 25% owner of **WCOG Greensboro**; and 25% owner of **WAYS Charlotte, N. C.** Filed May 18.

Wilmington, N. C.—John Clemon Greene Jr., 1230 kc, 250 w unl. Post office address P. O. Box 515, Durham, N. C. Estimated construction cost $23,000, first year operating cost $30,000, revenue $42,000. Mr. Greene is owner of **WSRC Durham.** Filed May 22.

South Plainfield, N. J.—Broadcasters Inc., 1590 kc, 500 w D. Post office address P. O. Box 201, Morristown, N. J. Estimated construction cost $38,156.99, first year operating cost $60,000, revenue $70,000. Principals include Pres. **Merrill S. Morris**, Secy. **Frank C. Scerbo**, and others. Filed May 21.

APPLICATIONS AMENDED

Golden, Colo.—Golden Radio Inc.'s application seeking cp for new am to be operated on 1250 kc, 1 kw D, with remote control operation of trans., amended to delete request for remote control. Amended May 22.

Tampa, Fla.—Radio Tampa's application seeking cp for new am to be operated on 1010 kc, 50 kw D, amended to make changes in DA pattern. Amended May 21.

Cynthiana, Ky.—Cynthiana Bcstg. Co.'s application seeking cp for new am to be operated on 1400 kc, 250 w unl., amended to decrease power to 100 w. Amended May 22.

Portland, Ore.—James R. Roberts' application seeking cp for new am to be operated on 1010 kc, 1 kw D, amended to install DA-D. Amended May 23.

Clinton, S. C.—Clinton Bcstg. Co.'s application seeking cp for new am to be operated on 1410 kc, 500 w D, amended to change name of applicant to Virginia S. Greer, H. E. Payne, Cleatus O. Brazzell, and Henry O. McDonald Jr. d/b as Clinton Bcstg. Co. Amended May 21.

Existing Am Stations . . .

ACTIONS BY FCC

KXLA Pasadena, Calif.—Granted cp to replace expired cp to move trans. 200 ft. northeast of present location. Granted May 18.

KGMS Sacramento, Calif.—Granted mod. of cp to change studio location. Granted May 15.

KFTM Fort Morgan, Colo.—Granted change of facilities from 1260 kc, 500 w D, to 1400 kc, 250 w unl. Granted May 16.

WSFB Quitman, Ga.—Application seeking cp to change frequency from 1490 kc to 550 kw; increase power from 250 w to 1 kw; make changes in ant. (increase height), and make changes in ground system dismissed per Sec. 1.381. Action May 22.

WTIF Tifton, Ga.—Cp for new am to be operated on 1570 kc, 1 kw D, forfeited and call letters deleted. Action May 21.

WPLA Plant City, Fla.—Granted change in frequency from 1570 kc to 910 kc, continuing with 1 kw D. Granted May 16.

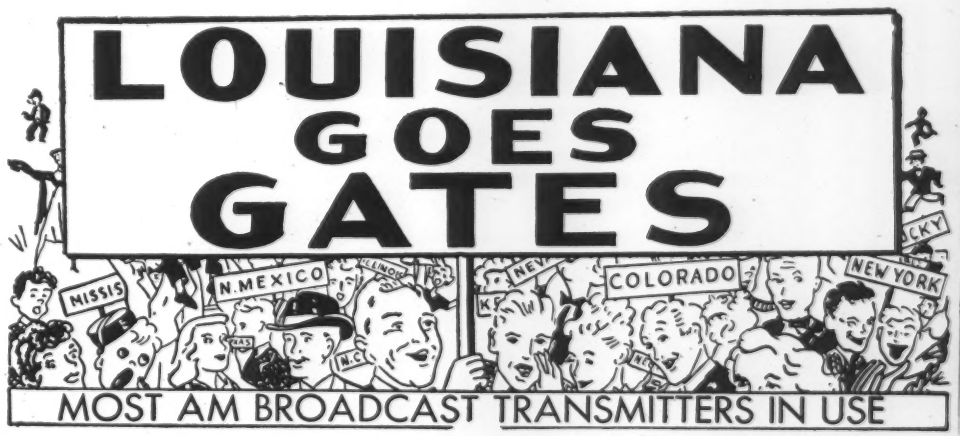
WIAN Indianapolis, Ind.—Denied request for waiver of Sec. 3.565(c) to permit employment of licensed operator responsible for proper maintenance and operation of station on part-time (instead of full-time) basis Granted May 16.

WTHI Terre Haute, Ind.—Granted change from DA-2 to DA-1. Granted May. 16.

KFJB Marshalltown, Iowa—Is being advised that application for renewal of license indicates necessity of hearing. Action May 16.

WJBK Detroit, Mich.—Granted authority to transmit play-by-play baseball broadcasts from Briggs Stadium to **CFPL London, Ont.**, for period ending Oct. 15. Granted May 16.

American Bcstg.-Paramount Theatres Inc., New York, N. Y.—Granted extension of authority to transmit programs to **CFCF Montreal, Que., CBL Toronto, Ont.**, and Canadian Bcstg. Corp. for period ending June 2, 1957. Granted May 16.



WTAB Tabor City, N. C.—Granted increase of power on 1370 kc from 1 kw to 5 kw, continued D operation. Granted May 16.

WRNL Richmond, Va.—Granted authority to transmit play-by-play baseball broadcasts from Parker Field to **CKAC** and **CFCF Montreal, Canada,** for period ending Oct. 15. Granted May 16.

KGU Honolulu, Hawaii—Granted increase in power from 2.5 kw to 10 kw; trans. to be operated by remote control from main studio site. Granted May 16.

APPLICATIONS

WKAB Mobile, Ala.—Seeks authority to determine operating power by direct measurement of ant. power. Filed May 17.

KBOK Malvern, Ark.—Seeks cp to change frequency from 1420 kc to 1310 kc; change ant.-trans. and studio location, and make changes in ant. (Increase height.) Filed May 22.

KXLA Pasadena, Calif.—Seeks cp to replace expired cp which authorized trans. move 200 ft. northeast of present location. Filed May 17.

WAHR Miami, Fla.—Seeks authority to transmit programs from Miami Stadium to **CKAC** and **CFCF Montreal, Canada.** Filed May 21.

WACL Waycross, Ga.—Seeks cp to increase power from 1 kw to 5 kw. Filed May 23.

WCMR Elkhart, Ind.—Seeks mod. of cp to increase power from 500 w to 5 kw and make changes in DA system. Filed May 17.

WHGR Houghton Lake, Mich.—Seeks cp to increase power from 1 kw to 5 kw. Filed May 18.

KBMN Bozeman, Mont.—Seeks license to operate on 1230 kc, 250 w unl. Filed May 21.

WFNC Fayetteville, N. C.—Seeks cp to make changes in DA-D system. Filed May 22.

KNAF Fredericksburg, Tex.—Seeks cp to change frequency from 1340 kc to 910 kc; change hours from unl. to D; change power from 250 w to 1 kw, and make changes in ant. system. Filed May 23.

WCLA Colonial Heights-Petersburg, Va.—Seeks cp to increase power from 1 kw to 5 kw. Filed May 23.

WEMP Milwaukee, Wis.—Seeks cp to make changes in DA pattern and change studio location. Filed May 23.

WLEO Ponce, P. R.—Seeks mod. of cp (which authorized new am) to change studio location and operate trans. by remote control from studio. Filed May 21.

WDTV Cruz Bay, Virgin Islands—Seeks cp to replace expired cp which authorized new am. Filed May 21.

APPLICATIONS AMENDED

WEIM Fitchburg, Mass.—Application seeking cp to increase D power from 1 kw to 5 kw and change from DA-N to DA-2 amended to make changes in DA pattern. Amended May 21.

WKPA New Kensington, Pa.—Application seeking mod. of license to change station location from New Kensington to New Kensington-Tarentum, Pa., and establish second main studio at 321 5th Ave., Tarentum, amended to change second main studio location to 331 E. 6th Ave., Tarentum. Amended May 22.

KGBT Harlingen, Tex.—Application seeking license to cover cp which authorized new am and installation of new ant. amended to change name to Harbenito Radio Corp. Amended May 18.

New Fm Stations . . .

ACTION BY FCC

Los Angeles, Calif.—Loyola U. of Los Angeles granted 8.87 kc, .028 kw. Post office address 7101 W. 80th St., Los Angeles. Estimated construction cost $150, first year operating cost $750. Station is for non-commercial educational purposes. Granted May 16.

Existing Fm Stations . . .

APPLICATIONS

KHOF (FM) Glendale, Calif.—Seeks mod. of cp (which authorized new fm) to change station location to Los Angeles; change ERP to 16.4 kw; change ant. height above average terrain to 260 ft.; change studio location and remote control point to 1516 Glen Oaks Blvd., Glendale, and change ant. system. Filed May 23.

WUNC (FM) Chapel Hill, N. C.—Seeks cp to replace expired cp which authorized changes in licensed station. Filed May 21.

WKAR-FM East Lansing, Mich.—Seeks mod. of cp (which authorized changes in licensed station) to change ERP to 84 kw; ant. height above average terrain to 300 ft., and make changes in ant. system. Filed May 22.

WIUS (FM) Christiansted, Virgin Islands—Seeks mod. of cp (which authorized new fm) to change ant. height above average terrain to 207.3 ft; change name to Mary Louise Vickers tr/as Virgin Islands Bcstg. System, and make changes in ant. system. Filed May 21.

Ownership Changes . . .

ACTIONS BY FCC

KPOK Scottsdale, Ariz.—Granted transfer of control to Arizona Aircaster Inc. for $10,000 plus assumption of over $4,500 in outstanding notes. Granted May 16.

WAPI, WAFM-FM, WABT (TV) Birmingham, Ala.; WHBS Huntsville, Ala.—Granted transfer of control from Birmingham News Co. to Remoc Publishing Co. Corporate change. Granted May 15.

KFMU (FM) Glendale, Calif.—Granted assignment of license to Brazy Bcstg. Corp. Corporate change only; no change in control. Granted May 16.

KRFC Rocky Ford, Colo.—Granted assignment of license to **Arkansas Valley Bcstg. Co.** for $20,000 plus assumption of $9,344.08 in liabilities. Principals are **Ray J. Williams** (60%), pres., stockholder of Telerad Inc., broadcast management consultant, and employe of **KCSJ-AM-TV Pueblo, Colo.,** and **James L. Littlejohn** (40%), managing partner of **KRFC.** Granted May 16.

WNDU South Bend, Ind.—Granted assignment of license to Michiana Telecasting Corp. Corporate change. Granted May 17.

WIBW-AM-TV Topeka, Kan.; KCKN Kansas City, Kan.—Granted involuntary transfer of control of Capper Publications Inc., parent corporation, to National Bank of Topeka, successor executor of estate of **Arthur Capper,** deceased. Granted May 17.

KBMY Billings, Mont.—Granted involuntary assignment of license to Billings Bcstg. Co. Transfer is for 25% to **Rockwood Brown Jr.,** administrator of estate of **Rockwood Brown,** deceased. Granted May 15.

KFJI-TV Klamath Falls, Ore.—Granted assignment of cp to Calif.-Ore. Tv Inc. for $30,000. Calif.-Ore. Inc. is licensee of **KBES-TV Medford, Ore.** Granted May 16.

KABR Aberdeen, S. D.—Granted assignment of license to **Tressa M. Hunt** and **Virginia M. Hunt,** special administratrices of estate of **Delbert T. Hunt,** deceased, former licensee of station. Granted May 17.

KOSF Nacogdoches, Tex.—Granted assignment of license to Stone Fort Bcstg. Co. for $10,000. Assignment is for transfer of 40% control from owner **Kelly Bell,** to General Manager **J. C. Stallings.** Granted May 17.

WCHS-AM-TV Charleston, W. Va.—Granted transfer of control to **Hawthrone D. Battle,** voting trustee. Granted May 16.

KLUK Evanston, Wyo.—Granted assignment of license to BBH Enterprises Inc. for $25,000. Principals are equal partners Pres. **Maurice Buchen,** 25% stockholder in South Coast Bcstg. Co., applicant for am cp in Laguna Beach, Calif., gen. manager of **KSFG Los Angeles, Calif.**; Vice-Pres. **Bryant M. Harmon,** 25% stockholder in South Coast Bcstg. Co., and Secy.-Treas. **Arthur W. Bartel,** 25% stockholder in South Coast Bcstg. Co. Granted May 16.

APPLICATIONS

KCNO Alturas, Calif.—Seeks assignment of license to Interstate Bcstg. Co. for $40,000. Principals are Pres. **J. J. Chandler Jr.** (47%), general manager of **KFLW Klamath Falls, Ore.**; and Southern Oregon Publishing Co. (47%), 100% owner of **KFLW,** majority stockholder of **KRNR Rosenburg, Ore.,** and 20% stockholder of **KYJC Medford, Ore.** Filed May 18.

KYOS Merced, Calif.—Seeks tranfer of control from **Florence Chatterton,** executrix of estate of **C. O. Chatterton,** deceased, to **Donald B. McCormick** for $55,000 for 50% interest. Mr. McCormick holds 10% interest in **KCOV Corvallis, Ore.** Filed May 22.

KGIL San Fernando, Calif.—Seeks tranfer of control to Pierce Brooks Bcstg. Corp. for $475,000. Principal is sole owner **Pierce P. Brooks,** insurance and real estate interests. Filed May 21.

KVEC-AM-TV San Luis Obispo, Calif.—Seek tranfer of control to The Valley Enterprises Co. for $450,000. Principals are equal partners **John C. Cohan,** pres.-25.63% stockholder of **KSBW-AM-TV Salinas, Calif.,** pres.-85% stockholder of John Cohan Adv. Inc., Salinas, and 50% partner in applicant for new am at Ridgecrest, Calif.; and **Jerome Kantro,** 5% stockholder of KSBW-AM-TV. Filed May 22.

WGTH Hartford, Conn.—Seeks assignment of license to Tele-Broadcasters of Connecticut Inc. for $240,000. Tele-Broadcasters of Connecticut is owned by Tele-Broadcasters Inc., owner of **WKNL Concord, N. H.; WARE Ware, Mass.; WKXV Knoxville, Tenn.**; Heart of America Broadcasters, applicant to buy **KUDL Kansas City, Mo.**; and Tele-Communicatfons Inc. Filed May 18.

WGMS-AM-FM Washington, D. C.—Seek assignment of license to RKO Teleradio Pictures Inc. for $291,250 plus excess of current price assets and current liabilities at date of closing. Purchase price is subject to approximately $54,000 liens and encumbrances on equipment. RKO Teleradio Pictures, 100% owned by General Tire & Rubber Co., is majority stockholder of Mutual Bcstg. System, owns RKO Pictures Inc., and owns **WEAT-AM-TV West Palm Beach, Fla.,** and **WGTH-AM-TV Hartford Conn.** RKO is also licensee of **KHJ-AM-FM-TV Los Angeles, KFRC San Francisco, WOR-AM-FM-TV New York, WNAC-AM-TV Boston,** and **WNBQ-AM-TV Memphis.** Filed May 22.

WMMB Melbourne, Fla.—Seeks involuntary transfer of control of licensee corporation to **Erna Bessler,** wife of Louis G. Bessler, deceased. Mr. and Mrs. Bessler held 64% of stock, jointly with right of survivorship. Mrs. Bessler succeeds automatically to Mr. Bessler's interest. Filed May 17.

WINT (TV) Waterloo, Ind.—Seeks transfer of 100% control of permittee stockholdings to Universal Bcstg. Co. for $800,000. Universal is licensee of **WISH-AM-TV Indianapolis, Ind.**; owns 100% of Radio Fort Wayne Inc., licensee of **WANE Fort Wayne,** and is permittee of WANE-TV; and Anderson Bcstg. Corp., licensee of **WHBU Anderson, Ind.** Filed May 18.

WCMI-AM-FM Ashland, Ky.—Seek transfer of control to Edwina Bcstg. Corp. for $165,000. Sole owner is Pres. **George H. Clinton,** general manager-stockholder of **WPAR-AM-FM Parkersburg, W. Va., WBLK Clarksburg, W. Va.,** and **WTMA-AM-FM Charleston, S. C.** Filed May 23.

WALM Albion, Mich.—Seeks relinquishment of control of license corporation by **J. M. Moses** and **J. C. Bedient.** Filed May 22.

WAMM Flint, Mich.—Seeks transfer of control to **Richard S. Carter** for $2,083. Transfer is for 25% from **Ernest L. Durham.** Mr. Carter will hold 50% and other partners **Albert Binder** and **Harry J. Binder** will continue to hold 25% each. Filed May 18.

KFGT Fremont, Neb.—Seeks assignment of license to Snyder Enterprises for $36,000. Principals are equal partners **H. C. Snyder,** radio-tv sales and repair interests, and **Leroy Snyder,** automobile parts interests. Filed May 21.

KTXN Austin, Tex.—Seeks acquisition of negative control of licensee corporation by **Robert N. Pinkerton** through purchase of stock from Mrs. **O. B. Perot** by General Bcstg. Co., of which Mr. Pinkerton votes two-thirds of stock, for $60,000. Other General principal is **Edgar B. Pool** (33.3%), 25% owner of **KIFN Phoenix, Ariz.** Filed May 21.

KGUL-TV Galveston, Tex.—Seeks transfer of control of permittee and licensee corporation to Lone Star Television Corp. for $4.25 million. Lone Star is 90% owned by New York investment firm of J. H. Whitney Co., and 10% by **Paul Taft,** present 40.5% owner and pres.-general manager of KGUL-TV. Filed May 17.

KEBE Jacksonville, Tex.—Seeks assignment of license to KEBE Inc. Principals are Pres. **Mrs. Leita Moye Laurie** (60%), widow of former station owner **Billy Averitte Laurie,** deceased; Vice Pres. **Ben Erle Laurie** (20), employe of **KEBE**

(Continues on page 112)

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RADIO

Help Wanted

Managerial

Central Kentucky daytimer needs manager. First class license preferable but not absolutely necessary. Send complete resume-photo in first letter. Box 545G, B•T.

Expanding organization with proved system for small market stations will soon have opening for commercial manager young enough to keep sidewalks hot. No hot-shots, no booze hounds. Want civic-minded family man eager to settle. Guarantee base, attractive commission arrangement. Take note: Especially interested in men from Arkansas, Louisiana, Texas, Mississippi area. Personal interview necessary. Box 552G, B•T.

Assistant manager-program director-promotion director—all in one man. Top Hooper station in Capital city, Jackson, Mississippi. Race programming. This executive position open now. Live wire, intelligent, imaginative, ambitious man. We're expanding with more met stations in south. Best salaries in state. No room for clock watchers. Southerner preferred. 24-30 years. Send photo, resume in first letter. John McLendon, WOKJ, Jackson, Mississippi.

Salesmen

Experienced radio salesman for Florida 5 kw indie. Minimum 2 years radio sales experience. Must be able to produce. If you put forth average effort and satisfied with average page please do not apply. If you're a hustler and like money you'll be very pleased. Send resume and references first letter. Age limit 32. $100.00 weekly draw against 15%. Box 211G, B•T.

Excellent spot financially and otherwise for proven salesman with sales manager ambitions (or sales manager) for Kansas City best independent. Box 546G, B•T.

Opportunity for experienced salesman. Good market. Good deal. KFRO, Longview, Texas.

Experienced, aggressive . . . radio time salesman. Guarantee plus commission. This job offers a good sound living for a man willing to work. Contact Dan Markham, Sales Manager, KOPR, Radio Butte, Montana.

Announcers

Florida—Need top-notch pops DJ. Better than average salary with chance to sell and increase your earnings. Send short tape (non-returnable) of show, commercials and news. Box 505F. B•T.

Girl disc jockey. Age 21-30. Good voice. Must be attractive. Air and traffic work. Outstanding station. Send full length picture-snapshot and complete information to Box 448G, B•T.

RADIO

Help Wanted—(Cont'd)

Announcers

Solid selling personality DJ for major Ohio market. If you're plenty sharp, we'll pay. This is the first station in audience in the area. One of America's outstanding independents. Prefer man with voice gimmicks and sharp sense of production. If you're the right one, a tremendous promotional organization is behind you. Send tape, photo, background with first reply. Box 548G, B•T.

Wanted—DJ with sparkle and PE, Glib, brisk-paced, adlib with flow and momentum, clever quips, novel record intros wanted by stations in Illinois, Michigan, Wisconsin, Upper New York state, Pennsylvania area. $125. Box 625G, B•T.

Needed immediately. Baseball play-by-play man who can also do football in the Fall. Job also has tv sports show attached. If interested send tape, photo references, summary. All tapes returned. Box 627G, B•T.

Combination man: Announcer-engineer with first class ticket, northeast. Box 639G, B•T.

Eastern independent desires experienced dj with mature approach and personality. Fine opportunity for right man. Send full resume to Box 656G, B•T.

Immediate opening experienced man who can handle sports and straight announcing. Write air mail to KHOZ, Harrison, Arkansas.

Announcer wanted. Some sales experience preferred. Contact KLAD, Box 230, Klamath Falls, Oregon.

Straight staff job for experienced announcer with minimum one year's experience. Send resume, references and tape to Bud Walters, WFRL, Freeport, Illinois.

Announcer with limited experience willing to learn. Must like small town independent operation. Opening August 1st. Send tape and background to WIFM, Elkin, N. C.

Immediate opening for topnotch combination announcer-salesman for all Pop Music Station in Charlotte, N. C., $100. per week guarantee, not a draw . . . guarantee . . . commission too. Must be tops in sales and good air man with ideas. No collect call will be accepted. Jack Wheeler, "The Music Station," WWOK.

Strong all-around staff announcer for 50,000 watt California station. Accent on good news delivery. Some DJ experience preferred. Send air check and experience resume plus statement of availability for personal interview and live audition. Apply Personnel Department, McClatchy Broadcasting Company, Sacramento, California.

AREN'T THERE ANY GOOD TV PROGRAM MANAGERS AROUND ANYMORE?

We've been looking for some while now for a man to fill a great job at a great television station. We want a Program Manager. He must be resourceful, energetic, and above all, creative; he must also know how to administer a fairly large staff, without getting bogged down, himself, in paper work; he must not only be an idea man, he must be good at production. He should be equally able to handle the problems of live programming and of buying and programming film.

He must be the kind of man who can cope constructively and imaginatively with the problems of a competitive, big-city market. What's more, he must also have a flair for public service programming.

This is a tall order. But we know that somewhere there's a man around like this. When we find him we'll pay from $12,000 to $15,000 a year, and the opportunities for advancement above that are unlimited. The station is one of the major stations of the country in one of the top 15 cities.

The man we're looking for might right now be a program manager of a station; or, he may be working in a television department of an advertising agency, but has had station experience; or he may be working for a network, but feels that there's probably a good future for him with stations. If you think that this is the job for you, let us know. Give us the facts about yourself in a brief letter.

BOX 657G, B•T.

RADIO

Help Wanted—(Cont'd)

Technical

Chief engineer—announcer, 250, small southeastern market. Salary commensurate ability. Box 598G, B•T.

Chief engineer with thorough experience needed for established class IV station in metropolitan area. Give background, photo, technical ability, family status and any additional information helpful to qualify you for position. All replies strictly confidential. Box 658G, B•T.

Chief engineer capable of working announce shift. Must be good engineer and good announcer. $125. Box 664G, B•T.

Engineer-announcer. Combination position open. Contact Gene Ackerley, KCOW, Alliance, Nebraska.

KXGI, Fort Madison, Iowa needs first class engineer immediately. No announcing.

Chief engineer wanted at 1kw daytimer WBAR, Bartow, Florida. Contact Manager Mr. Burgreen.

Wanted: Radio engineer; first class radio-telephone license; strong on maintenance. No operating tricks. 40 hours. Apply Chief Engineer, Radio Station WRIV, 1 East Main Street, Riverhead, Long Island, N. Y.

Chief Engineer, university station, $350 month, chance to attend classes. WUOT, University of Tennessee, Knoxville.

Programming-Production, Others

Wanted May 15 or June 1, experienced continuity chief. Would handle all continuity and production spots. Good creative opportunity. Prefer experienced male or female. Let's exchange details. Friendly town of nine thousand. Progressive station. We have references, send yours. Box 162G, B•T.

Wanted—razzle dazzle program director who knows successful metropolitan, independent radio. An excellent opportunity for an idea man with know-how for building ratings; finding and holding good talent. Send complete details. Box 321G, B•T.

Continuity girl with ability, personality to service accounts for outstanding station. Box 535G, B•T.

Top station in highly competitive market needs writer. Top salary to person with talent. Submit samples of both "production" and "straight" copy, along with brief biog. Box 586G, B•T.

Wanted: Ball-of-fire, program director—assistant manager for new kilowatt daytime, northeastern United States, small town, but terrific potential due to surrounding market. Good salary with percentage for right man. Complete information first letter, tape, picture. Personal interview later. This opening for experienced, ambitious, sober career man only. Box 612G, B•T.

Newsman—1st class phone license—for Wichita's No. 1 Hooperated station, news bureau. Only ambitious, experienced, dependable, mature individuals will be considered. Include personal history and tape in application. Jim Setters, News Director, Radio Station KWBB, P. O. Box 468, Wichita, Kansas.

News editor-farm reporter-special events. A big job as one-man department. Only men with similar experience need apply. Send all info including experience, education, references, earnings, etc. to KXO, El Centro, Calif.

Can you write good copy? We have an opening June 1, WIRL, Peoria, Illinois.

News director: Station maintains top local news coverage. Experience in gathering and writing a necessity. Salary depends on experience and capability. Solid citizens only—no drifters. Send complete information, samples of work and tape to: Program Director, WLEC, Sandusky, Ohio.

Radio-tv producer, educational station, chance to attend classes, $316 month, one year only. WUOT, University of Tennessee, Knoxville.

Situations Wanted

Managerial

Broadcast executive. Capable, mature. 13 years radio-tv experience, continuity through sales and management. Family man, 37. Prefer west. Will consider lease. All inquiries answered promptly. Now located San Francisco. Box 547G, B•T.

Desires Eastern market. Have 14 years in associated field. Now sales manager in tv. Responsible family man. Hard worker. Box 553G, B•T.

RADIO

Situations Wanted—(Cont'd)

Managerial

Sales manager/manager: Successful profit making three year station operation record made possible my owner's profitable sale and his retirement. My fully endorsed and accredited sales and management record open for your consideration. Present position with top major metropolitan market station very secure; nevertheless I'm desirous of making change where in return for production results there'll be permanence, security and a mutually objective future. I'm definitely working no self-opinionated newcomer; but a stable, married, experience, sober, hard working know-how "pro"—well known in the industry as a proven executive. Negotiations held confidential Box 477G, B•T.

Fifteen years experience—five in basic network executive position. Would like to locate with Florida radio station in managerial capacity. Family man. Box 630G, B•T.

Salesmen

Salesman-announcer. Excellent commercial contacts. Former sales manager. SRT graduate. 33. Single. Box 646G, B•T.

Radio time salesman. Seven years experience all phases mike work. Employed. Box 660G, B•T.

Announcers

Hi! Looking for half a comedy DJ team? Or a breezy, low-pressure morning or late night man? Versatile, experienced, employed. Box 576G, B•T.

Boy disc jockey. News, board, staff. Friendly commercial style. Good potential. Salary no problem. Will travel. Tape, resume available. Box 613G, B•T.

Experienced personality disc jockey with solid reputation for building teenage audience desires relocation in metropolitan market. Extreme knowledge of pop music. Box 616G, B•T.

Top quality announcer with first phone. 8 years. Prefer metropolitan area. Interested in summer replacement, or permanent position if long term mutual satisfaction apparent. Welcome tv opportunity. Available June 15. Tape, etc. Box 621G, B•T.

RADIO

Situations Wanted—(Cont'd)

Announcers

Experienced staff announcer, sports, news, DJ, desire to relocate, single, vet, will travel. Box 622G, B•T.

9 years experience announcing, programming. Interested only small town southeast chief announcer or announcer-pd. Specialties morning, pops, character, hillybilly, news; no sports. Personal interview necessary. Box 626G, B•T.

Florida only: Announcer-engineer-PD-sales-manager. Fully experienced all phases. Noted for excellence of work, dependability, permanence. Tape or personal interview on request. Box 631G, B•T.

Experienced announcer, currently employed, voice not network, prefer evening shift. Box 633G, B•T.

Recent broadcasting school graduate. Good DJ, news, sports, board, tape. Box 637G, B•T.

Reliable staff announcer, family, three years experience, thoroughly familiar with board, tape, commercials, news, DJ. Write copy, service accounts. Prefer midwest. Box 638G, B•T.

Seeking permanent position in radio and/or tv. 8 years experience stage, radio, tv. Highest recommendations. Work hard. Proven results. 27, married, vet. Box 641G, B•T.

Versatile staff announcer. 14 months experience. Third class ticket. Box 643G, B•T.

Dj, personality. Staff. Some experience. Strong in news, sports, board. Excellent references. Musician. Tape. Go anywhere. Box 645G, B•T.

Experienced personality disc jockey. Presently employed in northeast wishes to relocate with progressive station. Box 647G, B•T.

Experienced announcer, presently employed. Desires relocate permanently. Operate board, tables. Box 648G, B•T.

Announcer—Experienced, employed. Presently south. Desire to relocate northeast. Box 649G, B•T.

Announcer, mature, reliable, some sales experience, classics, news, commercials, boadcast school student. Box 659G, B•T.

RADIO

Situations Wanted—(Cont'd)

Announcers

Question? Where can you find an experienced announcer-disc jockey, single, 26, veteran with pleasing personality and voice, plus broad knowledge of records and artists? Right here! Tape, photo, resume. Box 661G, B•T.

News and sports director now in midwest with first phone available after two weeks notice. Box 663G, B•T.

Call the National Academy of Broadcasting, 3338 16th Street, N.W., Washington, D. C., for trained announcers, continuity writers, sportscasters, newsmen, disc jockeys. (DEcatur 2-5580).

Thoroughly experienced announcer, first class license. News, write copy, production. Absolute minimum $85. for forty hour week. Announcer, 1860 McBain Ave., San Jose, Calif.

Attention: East—Delaware to Rhode Island. Young experienced announcer, third ticket, operate board. Tom DeCillis, WASA, Havre de Grace, Maryland. After June 1, 1100 Lowden Ave., Union, New Jersey. Elizabeth 3-0468.

Southeast only—Experienced announcer (staff, dj, board)—now employed with progressive indie—desires permanent work with network affiliate. Bill Gray, 1422 Pennsylvania Ave., Durham, North Carolina.

Get two for the price of one. Play-by-play man with basketball a specialty. Also dj with teen age appeal. Dick Jones, Somerset Ave., Apt. 1, Cambridge, Md.

"Harry the Horse thief"—comedy country and western disc jockey—three years experience—available June 15. Proven sponsor and listener appeal. Also program director. Harry E. Kirchman, 4902 Log Cabin Road, Nashville, Tenn.

Young married veteran, AFRS experience. Good on music, news, commercials and board. Highest references, college. Relocate in west. T. R. McManus, 1414 N. Hobart Blvd., Los Angeles, Calif.

Announcer—Strong news-disc shows. 18 months. Ready for challenging position. Employer knows. Joe Orlowske, Box 244, Winona, Minnesota.

(Continued on next page)

RADIO-TV HELP WANTED

Since announcing National's New Radio-TV Employment Service, we have received numerous requests for Broadcasting people in ALL sections of the country. Here are just a few:

Announcer-Engineers	**$80 per week and UP**
Radio-TV Announcers (staff, sports, news)	**$100-$125 per week and UP**
Radio-TV Salesmen	**$90-$115 per week plus comm.**
Radio-TV Engineers	**$80 per week and UP**
Continuity and Copywriters	**$80 per week and UP**
Woman DJ and Sales	**$80 per week plus comm.**
News Editors	**$90 per week and UP**
Station, Commercial, Program Managers	**Salaries open**

List with National now for the job you've been looking for! Write, wire or phone M. E. Stone, Manager today for complete information. NATIONAL HAS THE JOBS.

National Radio & Television Employment Service

5th FLOOR • 1627 "K" STREET, N. W. • WASHINGTON, D. C. • TELEPHONE RE 7-0343

RADIO

Situations Wanted—(Cont'd)

Announcers

Experienced, college broadcasting training. Excellent combo man, 3rd phone, ham, also production, sales, currently employed, highest references, tape, photo. Ken Orchard, 15460 Erwin Street, Van Nuys, California.

Colored female. Broadcast school graduate. College trained. Ideal for personality show announcing, women's director. Z. S. Palmer, 7948 South Wabash, Chicago 19, Illinois.

DJ-broadcasting school graduate. Also 1st phone license. Desires combination tv and radio. Russ Randolph, 2219 N. Parkside, Chicago.

Announcer, continuity. Recent graduate of broadcasting school. Purdue graduate. Prefer Indiana. Charles Sutton, 5556 N. Wayne, Chicago, Illinois.

Technical

Chief engineer available June 1st. Personality DJ. No straight announcing. Service accounts and sell. Years of seasoned technical and administrative experience. Interested only in 1st rate southern station of good reputation. Finest technical and character references. Box 601G, B•T.

Engineer-announcer. Good voice. Experienced. Want to locate in small market station in south. Minimum $90 per week. Box 620G, B•T.

First class phone engineer, experienced studio and transmitter, maintenance, desire southeast. Box 636G, B•T.

First phone, active amateur, three years experience, married, age 30, two little children. Weight 220, diplomas from two radio schools, attended Port Arthur College 11 months. New 36 foot trailer. Good references, personal and financial, want job as control board operator or on engineering staff. Experienced around drive-in theatres. Some experience as projection operator. Want permanent job in south. Will consider anywhere. Available immediately. L. H. Estes. Phone BE 8-2930 or BE 8-2330, Marble Hill, Missouri.

Programming-Production, Others

3 years news editor and tv newsman, B.A. and post-grad, taught university English, seek solid radio or tv. Equally competent writing and delivery. Box 628G, B•T.

RADIO

Situations Wanted—(Cont'd)

Programming-Production, Others

Program director-announcer. College graduate. 7 years experience in administrative and air duties. Fresh, creative ideas. Strong on production. Currently employed. Box 634G, B•T.

Program director; successful 'pro', nine years experience, top-rated stations in metropolitan markets. Sure-fire formulas, topnotch progamming ideas. Young, energetic, expert. Box 650G, B•T.

Copywriter-announcer. Male. Straight copy or copy-announcing combination. 8 years experience. Excellent references. Prefer northeast location. Barry Ritenour, 66 Fougeron Street, Buffalo, New York. Taylor 5998.

TELEVISION

Help Wanted

Announcers

Southeast vhf needs good staff announcer and news editor. Send full resume, photo and tape. Box 575G, B•T.

Technical

Engineer with first class license for work in tv. Contact Chief Engineer, WINK-TV, Ft. Myers, Florida.

Programming-Production, Others

Experienced continuity writer for large eastern network affiliate. Forward copy samples and complete resume with salary requirements. Box 508G, B•T.

Experienced news photographer for local sound and silent coverage. Must be able to process small amounts of news footage. Some newscasting experience helpful. State salary requirements with resume. Box 509G, B•T.

TELEVISION

Help Wanted—(Cont'd)

Programming-Production, Others

Experienced tv photographer to handle news and commercial work. Should be experienced with 16mm processing. Major southwestern vhf. Reply Box 595G, B•T.

Experienced cameraman for program department of large eastern network affiliate. State salary requirements along with resume. Box 604G, B•T.

Situations Wanted

Managerial

Sales manager—highly successful record two stations, presently employed, family man, stand rigid investigation. Interested in progressive vhf. Box 537G, B•T.

Seasoned young tv station account executive with NBC outlet in major market seeks sales management or assistant to general manager opportunity. Three years experienced contacting and selling local and national business through distributors and food brokers. Minimum $8,000 per year. Box 610G, B•T.

Salesmen

Desires eastern market. Now key man in west. Must have $7000. min. Don't write unless you mean business. Box 554G, B•T.

Announcers

Want witty weatherman-emcee-announcer with warm winning ways??? Box 614G, B•T.

Cowboy announcer, musician, DJ. Top western tv kid show present area. Experienced on national radio-tv shows. Write don't call, available June 1st. Dave Davis, Curran, Michigan.

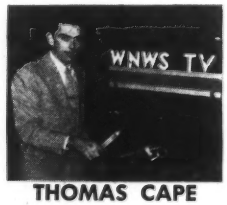
News-sports announcer—7 years experience radio-television; college graduate; presently employed. Family man will locate permanently for right offer. Ed Murphy, 2326 Okalina Avenue, Winston-Salem, N. C.

JOE DICKMAN

RECOMMENDED! TOPS FOR TV

GEORGE DAVIS

JOEL WAGNER



THOMAS CAPE

RUSSELL HAWKES

These graduates all have had extensive individual instruction in our Washington studios. Their individual abilities and qualifications include Radio-TV continuity, camera work-Directing, production assistant, announcing and news. In addition, they have been trained in all phases of TV production. There is a Northwest graduate especially tailored for your specific needs. Call Northwest FIRST. Wire, phone or write, John Birrel, Employment Counselor.

NORTHWEST RADIO & TELEVISION SCHOOL HOME OFFICE: 1221 N.W. 21st Avenue, Portland, Oregon CA 3-7346

HOLLYWOOD, CALIFORNIA 1440 North Highland HO 4-7822

CHICAGO, ILLINOIS. . . . . 540 N. Michigan Avenue DE 7-3836

WASHINGTON, D. C. . . . . 1627 K Street N. W. RE 7-0343

TELEVISION

Situations Wanted—(Cont'd)

Announcers

Still looking for tv opportunity. 3 years radio, now employed, dependable, married, age 26. Box 924, Taylor, Texas. EL. 2-4268.

Technical

Do you need capable chief engineer? Interview will convince you of my abilities. 20 years experience, proven record. Box 651G, B•T.

Programming-Production, Others

Newscaster presently employed top-rated metropolitan station. 11 years experience; news director, writer, broadcaster. Aggressive local reporter. Peabody Award winner, AB Degree, 32. Box 611G, B•T.

Boost ratings, revenue—with top-notch news operation! Let me whip your competition. Presently news director midwest vhf; well-qualified radio-tv background; journalism degree. Box 615G, B•T.

Producer-director-writer. Now producing top-rated news programs, metropolitan market. Eight years news film production, purchasing. Animated map and chart production. Budget control, Box 619G, B•T.

Television production manager, producer-director available. All offers considered. Box 623G, B•T.

Man Friday, tv production, 31, veteran, degree mechanical engineering. Experienced small film company. To production coordinating, etc. Tv shows. Box 629G, B•T.

Owner! Manager! Starting tv? Want experienced program, production, promotion publicity man for 12 to 15 months? Details. Box 635G, B•T.

Television-radio newsman. Now television news director, small station. 3 years radio-television airwork experience. News writer, reporter, announcer. Play-to-play sports. University graduate. Box 642G, B•T.

Tv program director-production manager with big market background can help ailing station or put new one on the air. Familiar all phases of operation with references to prove it. Box 644G, B•T.

FOR SALE

Stations

Small single-station market kilowatt daytimer. '55 gross $52,000.00; net $7,000.00. Located county seat, one of richest agricultural counties in U. S. Fine reputation and audience. Not run-down. Beautiful physical plant. First four months of '56 ahead of '55. $45,000.00. Box 653G, B•T.

Three small market stations in scattered parts of south, each priced under $30,000. Terms arranged. Paul H. Chapman Co., 84 Peachtree, Atlanta.

Southwestern resort area. Within 50 miles of national park attracting thousands visitors annually. Only station in progressive city. Outstanding cultural advantages in addition to exclusive market. Comprehensive study invited. Information is restricted to qualified applicants only. Ralph Erwin, Broker, 1443 South Trenton, Tulsa.

Write now for our free bulletin of outstanding radio and tv buys throughout the United States, Jack L. Stoll & Associates, 4958 Melrose Ave., Los Angeles 29, Calif.

Equipment

Two Presto Y cutters, 87-B. Amplifier and 12 inch speaker. Slightly used. Price $450.00. Box 655G, B•T.

BC603 FM receiver (AC) BC604 FM transmitter (12 volt dynamotor) 26.11 Mc crystal. For remote broadcast pickup. Instructions. $70.00 F.O.B. Box 662G, B•T.

Ampex 450P. Background music equipment. Excellent condition. Available immediately. KBMY, Billings, Montana.

For Sale: Fm transmitting with 100kw power supply. Offers will be received for equipment in whole or in part. Contact: Ross Utter, WEFM, 135 S. LaSalle, Chicago 3, Illinois. State 2-1358.

For Sale—Western Electric 451-A, 250 watt am transmitter. In excellent condition. Grant for increased power reason for sale. Contact W. R. Guest, Jr., WPMP, Pascagoula, Mississippi.

WANTED TO BUY

Stations

Experienced engineer-salesman-announcer interested acquiring working interest in station with cash investment. Box 632G, B•T.

Financially responsible principals interested in daytime radio stations in Iowa, Missouri, Illinois, Wisconsin. Box 652G, B•T.

Some new fine listings on eastern stations are now available for qualified buyers. John Hanly, 1737 De Sales St., N. W., Washington, D. C.

Stations wanted. Growing list of qualified buyers desiring metropolitan, medium, and small markets. Private sales. Ralph Erwin, Broker, 1443 South Trenton, Tulsa.

Equipment

Used 1kw am transmitter. Must be in top condition and suitable to remote. State best price. Box 566G, B•T.

New 100 watt station, SE North Carolina needs, console, turntables, 150 ft. tower and limiting amplifier. Give full details in reply to WBLA, Elizabethtown, N. C.

Magnecorder wanted at once. State model, condition and price by wire WPDR, Portage, Wisconsin.

Used RCA, Raytheon or Federal tv microwave link, tv master monitor or whatever you have—quote lowest price. Carl Butman, National Press Bldg., Washington, D. C.

All types am-fm equipment. Send complete information. Sal Fulchino, 185 Hancock, Everett, Massachusetts.

250 to 450 foot tower to be used for communication type antenna. Hicklin Motor Line, St. Matthews, S. C.

INSTRUCTION

FCC license training—correspondence or residence. Resident classes held in Hollywood and Washington. Beginners get FCC 1st class license in 3 months. For details write Grantham School, Dept. B, 821 19th Street, N. W., Washington, D. C.

The National Academy of Broadcasting, 3338 16th St., N. W., Washington, D. C. trains and places men and women in excellent jobs as radio and tv announcers, disc jockeys, newscasters, writers and producers. Established in 1934, it has alumni in every state. Write for list of graduates and their jobs. Catalog mailed on request. New term starts June 4.

FCC first phone license. Start immediately Guarantee coaching. Northwest Radio & Television School, Dept. B, 1221 N.W. 21st Street, Portland 9, Oregon.

Home study or residence course in staff announcing, newscasting, copywriting, traffic, interpretation, foreign pronunciation. Increase your ability to earn more. Inquiry invited. Pathfinder Radio Services, 737 11th Street, N. W., Washington, D. C.

SERVICES

Owners-managers. Increase your audience and sales with proven news-program-special events-promotion methods that have built and kept metropolitan area indies first above higher power competition. Now available for all markets. Individual recommendations specifically for your operation. Broadcast Advisors. Box 640G, B•T.

RADIO

Help Wanted

Salesmen

SALES ENGINEERS

Broadcast Equipment Manufacturer has openings for sales engineers to call on radio stations in:

NEW ENGLAND
NEW YORK STATE

Technical background essential. Permanent positions with high earning potential.

SALES TRAINEES

Positions also open for young sales-minded broadcast engineers to train in east coast sales offices in New York City and Washington, D. C., for future top-level sales positions.

Send complete details with photo to Box 654G, B•T

RADIO

Help Wanted—(Cont'd)

Salesmen

3 LIVE WIRE SALESMEN

We need 3 aggressive men for sales positions in New Orleans, Houston, and Memphis. We operate 5 successful stations and have application for sixth. Good selling story, good ratings, realistic rates, heavy promotion plus good markets give you high earning potential. Opportunity for advancement.

Send full details, past earnings, photo, to the

O. K. GROUP
505 Baronne St.
New Orleans, La.

Managerial

MANAGER-SALESMAN

Here is an excellent opportunity for a hard working, aggressive man who is interested in friendly, small town radio. The station is a kilowatt independent well established in its market with an excellent earning record. Ownership is well on its way to expanding to a regional network. The market is a small southern town so we prefer men with such a background. Send complete resume to Box 618G, B•T.

Announcers

Boston's top music and news station

has once in a lifetime opportunity for you if you are a proven number one morning D. J. in one of the top 50 markets. Call collect Boston, Copley 7-6572.

FOR SALE

Equipment

TOWERS
RADIO—TELEVISION
Antennas—Coaxial Cable
Tower Sales & Erecting Co.
6100 N. E. Columbia Blvd.,
Portland 11, Oregon

WANTED TO BUY

Equipment

FM TRANSMITTER

3 to 10 kw, complete, for cash. Send all details, condition and price. Box 624G, B•T.

(Continued on next page)

INSTRUCTION

Looking for **NEW FACES?**
PRODUCTION PERSONNEL?

Leading radio and TV studios call Leland Powers School for well-trained talent and technical personnel. Competent young men and women skilled in radio and TV techniques, including programming and production, announcing, acting, make-up, copywriting, script and continuity writing. Graduates recognized throughout the industry for sound, comprehensive training.

Write Graduate Relations Department today. Placement service free to employer and graduate. 52nd year.

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SCHOOL OF
RADIO, TELEVISION AND THEATRE
25 Evans Way, Boston 15, Mass.

FCC 1st PHONE LICENSES
IN 5 TO 6 WEEKS
WILLIAM B. OGDEN—10th Year
1150 W. Olive Ave.
Burbank, Calif.
Reservations Necessary All Classes
Over 1700 Successful Students

EMPLOYMENT SERVICES

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QUOTE AND UNQUOTE

". . . as thorough and as easy to work with as though you were on our own payroll as our personnel director . . ."
Our confidential service often comes to the rescue of Radio and TV Stations and Program Producers anywhere.

Palmer-DeMeyer, Inc. (Agency)
50 E. 42nd Street, N.Y.C.
MU 2-7915
Paul Baron, Dir.: Radio-TV-Film-Adv.
Resumes welcome from qualified people

Did you let a good one get away?

The man* you're looking for may have a Classified Advertisement in this week's issue of Broadcasting•Telecasting!
For radio-tv personnel, equipment, services or stations to buy or sell, tell everyone that matters in the Classified pages of Broadcasting•Telecasting.
* Or job.

FOR THE RECORD

(Continues from page 106)

Jacksonville; and Secy.-Treas. **J. Ann Laurie Spencer** (19%), asst. office manager of KEBE. Filed May 23.

KMUL Muleshoe, Tex.—Seeks assignment of cp to **John Burroughs** and **Leola Randolph** for $15,267.18 and assumption of debts amounting to $4,732.18. Filed May 23.

KBEC Waxahachie, Tex.—Seeks assignment of license to Richard Tuck Enterprises. 50% owner **W. Richard Tuck Jr.** is buying remaining 50% interest from partners **Roy M. Fish** and **James B. Branch Jr.** for $30,000. Filed May 21.

Hearing Cases . . .

FINAL DECISION

Wilmington, N. C.—FCC denied application of Wilmington Television Corp. for extension of time to construct station **WTHT (TV) Wilmington,** which was granted cp Feb. 17, 1954. Action May 16.

OTHER ACTION

New Orleans, La.—FCC denied petition by Loyola U. for an additional 15 minutes so as to bring its allowance up to 35 minutes for oral argument in New Orleans, La., ch. 4 proceeding. Action May 18.

Routine Roundup . . .

May 17 Decisions

Broadcast Actions
By the Commission

WPEN-FM Philadephia, Pa.—Granted mod. of SCA to render supplemental service on multiplex (in lieu of simplex) basis. Granted May 16.

Renewal of Licenses

Following stations were granted renewal of licenses on regular basis: **KCRB Chanute, Kan.; KMUW Wichita, Kan.; KLMS Lincoln, Neb.; KOKH Oklahoma City, Okla.; KLPR Oklahoma City, Okla.; KSTE Emporia, Kan.; KWON Bartlesville, Okla.; WSEL (FM), Chicago, Ill.; KWSH Wewoka, Okla.; KLOH Pipestone, Minn.; KWSK Pratt, Kan.; KYSM-AM-FM Mankato, Minn.; KCRW Santa Monica, Calif.; WEEK Peoria, Ill.**

May 17 Applications

Accepted for Filing
Modification of Cp

KPOL Los Angeles, Calif.—Seeks mod. of cp (which authorized change in hours of operation, installation of DA-N, and change studio location) for extension of completion date.

KAGT Anacortes, Wash.—Seeks mod. of cp (which authorized new am) for extension of completion date.

KIEM-TV Eureka, Calif.—Seeks mod. of cp (which authorized new tv) for extension of completion date to Dec. 1.

KHOL-TV Kearney, Neb.—Seeks mod. of cp (which authorized new tv) for extension of completion date to Dec. 10.

WISE-TV Asheville, N. C.—Seeks mod. of cp (which authorized new tv) for extension of completion date to Dec. 29.

License to Cover Cp

KVAN Vancouver, Wash.—Seeks license to cover cp which authorized change from employing DA-1 to DA-N; change studio location, and operate trans. by remote control, while using non-DA.

WDUX Waupaca, Wis.—Seeks license to cover cp which authorized new am.

WREX-TV Rockford, Ill.—Seeks license to cover cp which authorized new tv and to specify studio and trans. location as Auburn & Winnebago Roads, Rockford (not a move).

Renewal of Licenses

KVET Austin, Tex.; KCCT Corpus Christi, Tex.; KEPO El Paso, Tex.; KSAM Huntsville, Tex.; KERV Kerrville, Tex.; KIWW San Antonio, Tex.

Remote Control

WNEG Tocca, Ga.; KBOI Boise, Idaho; WGOL Goldsboro, N. C.

May 18 Decisions

ACTIONS ON MOTIONS
By the Commission

Part III Comments—On request by International Brotherhood of Electrical Workers (AFL-CIO), Commission extended from June 1 to July 2 time for filing comments to proposal to amend Part III of Bcstg. Rules relating to remote control operation of certain am, fm and, noncommercial educational fm stations, and extended to 20 days thereafter time for filing replies. Action May 17.

By Chief Hearing Examiner James D. Cunningham

Hearings—Ordered that hearings in following proceeding shall commence on dates shown: Polly B. Hughes, Tampa, Fla., and Holiday Isles Bcstg. Co., St. Petersburg Beach, Fla., and Day-Nite Radio Message Service Corp., Philadelphia, Pa., on July 18; Henry County Bcstg. Co., Mt. Pleasant, Iowa, on July 11; **KUIN Grants Pass, Ore.,** on July 3; Mt. Sterling Bcstg. Co., Mt. Sterling, Ky., on July 25. Action May 15.

By Hearing Examiners James D. Cunningham and Jay A. Kyle

WGTH-TV Hartford, Conn.—On joint request of participating parties, continued from May 18 to May 29 prehearing conference in proceeding re assignment of cp of WGTH-TV from General-Times Television Corp. to CBS Inc., and, on examiners' own motion, continued hearing from May 28 to date to be later specified. Action May 15.

By Hearing Examiners James D. Cunningham and Herbert Sharfman

WKNB-TV New Britain, Conn.—On oral request by **WNHC-TV New Haven, Conn.,** and with consent of parties, continued from May 17 to May 25 further prehearing conference in proceeding re applications for mod. of cp of WKNB-TV and for transfer of control from Julian Gross, et al. to NBC Inc. Action May 16.

By Hearing Examiner James D. Cunningham

Billings, Mont.—Granted motion of **KOOK-TV Billings,** to correct transcript of hearing on application of Midland Empire Bcstg. Co. for new tv (ch. 8) in Billings. Action May 15.

By Hearing Examiner Jay A. Kyle

Coos Bay, Ore.—Granted joint petition of **KOOS Coos Bay, KFIR North Bend, Ore.,** and **KWRO Coquille, Ore.,** to dismiss their protest to grant of application of Coos County Broadcasters for new am in Coos Bay; terminated proceeding and removed application from hearing status. Action May 16.

Olympia, Wash.—Granted petition of **KGY Olympia,** to dismiss protest to grant of application for new am station (KITN) in Olympia; terminated proceeding and removed application from hearing status. Action May 16.

By Hearing Examiner J. D. Bond

Inglewood, Calif.—Denied petition by Albert John Williams, Inglewood, to designate dates for further exchange of exhibits and hearing in am proceeding, and, on examiner's own motion, set aside order formerly made upon record directing parties to file proposed findings and conclusions. Action May 15.

Eatontown, N. J.; Long Branch, N. J.—Ordered that hearing on am applications of Harold M. Gade, Eatontown, and Monmouth County Broadcasters, Long Branch, shall start June 7; set aside portions of April 10 order which fixed dates for prehearing and further hearings. Action May 15.

By Hearing Examiner Herbert Sharfman

Laurel, Miss.—By memorandum opinion and order, deined petition by Laurel Television Co. for leave to amend in various respects its application for new tv to operate on ch. 7 in Laurel; rejected accompanying proposed amendment and dismissed Laurel's motion to strike opposition. Action May 16.

Grand Prairie, Tex.—Issued statement and order after further conference incorporating by reference transcript of May 15 further conference in proceeding re am applications of Grand Prairie Bcstg. Co., Grand Prairie. Action May 16.

Deadwood, S. D.—Granted motion of Black Hills Bcstg. Co. of Rapid City-Lead, S. D., to reschedule hearing on its application and The Heart of Black Hills Station, Deadwood, S. D., for new tv station to operate on ch. 5 as follows: exchange of written case from May 25 to 5 p.m. June 25; further conference from June 5 to 10 a.m. July 5; commencement of evidentiary hearing from June 20 to July 23. Action May 15.

Rochester, Minn.—Issued statement and order after further conference in which it was agreed that evidentiary hearing, now under indefinite continuance, would start 2 p.m. May 21 on am application of The Rochester Bcstg. Co., Rochester. Action May 16.

By Hearing Examiner Elizabeth C. Smith

WBLK-TV Clarkesburg, W. Va.—Ordered that hearing on application of Ohio Valley Bcstg. Corp. for new tv (**WBLK-TV Clarkesburg**) and for transfer of control of that corporation from News Publishing Co., Wheeling, W. Va., to **WSTV Inc., Steubenville, Ohio,** shall start June 11. Action May 16.

By Hearing Examiner Annie Neal Huntting

Parma-Onondaga, Mich.—Granted motion of Booth Radio & Television Stations Inc., and Jackson Bcstg. and Television Corp. for extension of time from June 4 to June 11 to file proposed findings and conclusions in Parma-Onondaga ch. 10 proceeding. Action May 15.

May 18 Applications

Accepted for Filing
Renewal of Licenses

KLYN Amarillo, Tex.; KTFY Brownfield, Tex.; KLIF Dallas, Tex.; KTHT Houston, Tex.; KLBS Houston, Tex.; KGNB New Braunfels, Tex.; KOGT Orange, Tex.; KONO San Antonio, Tex.; KTSA San Antonio, Tex.; KWED Seguin, Tex.; KSEY Seymour, Tex.; KSST Sulphur Springs, Tex.; KTRB Tyler, Tex.

May 21 Decisions

BROADCAST ACTIONS

By the Broadcast Bureau

Actions of May 18

WHAM-TV Rochester, N. Y.—Granted license covering change in facilities; ERP 100 kw vis., 50 kw aur. Ant.: 510 ft.

KTOO Henderson, Nev.—Granted license for am station.

WDDT Greenville, Miss.—Granted license for am station.

KGW Portland, Ore.—Granted cp to add domestic public land mobile ant. on top of auxiliary am tower; increase height.

Following were granted extension of completion dates as shown: **WLW Cincinnati, Ohio,** to 12/20/56; **KPOL Los Angeles, Calif.,** to 9/12/56; **WGBS-TV Miami, Fla.,** to 7/20/56; **WMAL-TV Washington, D. C.,** to 9/30/56; **KHAD-TV Laredo, Tex.,** to 7/20/56; **KBAK-TV Bakersfield, Calif.,** to 12/10/56; **KHOL-TV Kearney, Neb.,** to 12/10/56; **KIEM-TV Eureka, Calif.,** to 12/1/56; **WPRO-TV Providence, R. I.,** to 11/19/56; **KAGT Anacortes, Wash.,** to 8/30/56; **WXEL Greenwich, Conn.,** to 7/16/56; **KDLO-TV Florence, S. D.,** to 12/6/56; **KLRJ-TV Henderson, Nev.,** to 12/3/56.

Actions of May 17

WBGC Chipley, Fla.—Granted license for am station.

WJHB Talladega, Ala.—Granted license for am station.

WYCL York, S. C.—Granted license for am station.

WATM Atmore, Ala.—Granted license covering change in facilities to 1590 kc, 1 kw D.

WMYR Ft. Myers, Fla.—Granted license covering increase in D power.

WBAP-FM Fort Worth, Tex.—Granted request to cancel SCA.

WBFM (FM) New York, N. Y.—Granted extension of completion date to 8/14/56.

Following were granted authority to operate trans. by remote control: **WGOL Goldsboro, N. C.; KBOI Boise, Idaho,** while using non-DA; **WNEG Toccoa, Ga.**

Actions of May 16

WHSR-FM Winchester, Mass.—Granted license for educational fm station.

WAJC (FM) Indianapolis, Ind.—Granted license covering change from educational fm station to fm band—ch. 283.

Actions of May 15

Following were granted extension of completion dates as shown: **WBOP Pensacola, Fla.,** to 8/21/56; **WKXY Sarasota, Fla.,** to 11/28/56; **KWWL Waterloo, Iowa,** to 10/2/56; **KTYL Mesa, Ariz.,** to 7/1/56; **WSM-TV Nashville, Tenn.,** to 11/1/56; **WSBA-TV York, Pa.,** to 11/22/56; **KMOT Minot, N. D.,** to 12/5/56; **KTBC-TV Austin, Tex.,** to 12/10/56; **WIMA-TV Lima, Ohio,** to 12/6/56.

WWKS Macomb, Ill.—Granted authority to operate trans. by remote control.

Actions of May 14

WHIZ-TV Zanesville, Ohio—Granted extension of completion date to 12/7/56.

WKAR-FM East Lansing, Mich.—Granted extension of completion date to 7/1/56.

May 21 Applications

Accepted for Filing

License to Cover Cp

WRWJ Selma, Ala.—Seeks license to cover cp which authorized new am and to specify studio location and remote control point as Hotel Albert Bldg., 222 Broad St., Selma.

WSNT Sandersville, Ga.—Seeks license to cover cp which authorized new am.

KDOK Tyler, Tex.—Seeks license to cover cp which authorized new am.

WHEE Martinsville, Va.—Seeks license to cover cp which authorized increase in power.

KMFM (FM) Mt. Park, N. M.—Seeks license to cover cp which authorized changes in licensed station.

WDAY (TV) Fargo, N. D.—Seeks license to cover cp which authorized new tv.

Modification of Cp

WCHK Canton, Ga.—Seeks mod. of cp (which authorized new am) for extension of completion date.

WEAV Plattsburg, N. Y.—Seeks mod. of cp (which authorized increase in power; change in ant.-trans. location, and changes in DA system) for extension of completion date.

WCBI Columbus, Miss.—Seeks mod. of cp for extension of completion date to Dec. 12.

Renewal of Licenses

KSIX Corpus Christi, Tex; KNOK Fort Worth, Tex.; KPET Lamesa, Tex.; KEYE Perryton, Tex; KCMC (TV) Texarkana, Tex.; KCEN-TV Temple, Tex.; KFDX-TV Wichita Falls, Tex.

May 22 Decisions

Actions on Motions

By Chief Hearing Examiner James D. Cunningham

KSLM-TV Salem, Ore.—Granted petition to dismiss without prejudice application for mod. of cp to move trans., increase ERP and height of antenna, etc. Action May 21.

By Hearing Examiner H. Gifford Irion

Garden of the Gods Bcstg. Co., Manitou Springs, Colo.—Granted petition for continuance to June 4 for exchange of exhibits and to June 14 for further hearing conference in am proceeding. Action May 21.

WSLA Selma, Ala.—By memorandum opinion and order, denied petition by Department of Defense to reopen record for admission of further evidence re application for mod. of cp. Action May 17.

By Hearing Examiner J. D. Bond

Philadelphia, Pa.—Ordered further prehearing conference and hearing of evidence on June 20 and June 27 re am applications of Rollins Bcstg. of Delaware Inc., and Franklin Bcstg. Co., both Philadelphia, with provisions of order to govern course of conduct of hearing; set aside April 17 order which set matter for further hearing on June 18. Action May 18.

By Hearing Examiner Annie Neal Huntting

Elizabethtown-Columbia, Pa.—Issued second statement concerning prehearing conferences and order indicating agreements and requirements to govern course of proceeding in re am applications of Musser Bcstg. Co., Colonial Bcstg. Co., both Elizabethtown, and Radio Columbia, Columbia. Action May 17.

By Hearing Examiner Basil P. Cooper

Port Arthur, Tex.—Issued order controlling conduct of hearing on application of Port Arthur College, Smith Radio Co., and Jefferson Amusement Co. for new tv to operate on ch. 4 in Port Arthur. Action May 17.

By Hearing Examiner Hugh B. Hutchison

Broadcast Bureau—Granted petition for extension of time to June 1 to file proposed findings and conclusions re tv applications of **WWSW Inc.,** and **Pittsburgh Radio Supply House, Inc.** (ch. 11), **Pittsburgh, Pa.,** and mod. of cp of **WIIC.** Action May 17.

May 22 Applications

Accepted for Filing

License to Cover Cp

WWKS (FM) Macomb, Ill.—Seeks license to cover cp which authorized new educational fm.

KEWC-FM Cheney, Wash.—Seeks license to cover cp which authorized new educational fm.

KSTP-TV St. Paul, Minn.—Seeks license to cover cp which authorized changes in facilities of existing tv.

KTYL Mesa, Ariz.—Seeks license to cover cp which authorized increase in power.

WADS Ansonia, Conn.—Seeks license to cover cp which authorized new am and to specify studio location as Main St., Ansonia.

KVMC Colorado City, Tex.—Seeks license to cover cp which authorized increase in power.

WMTV (TV) Madison, Wis.—Seeks license to cover cp which authorized new tv and to specify studio and trans. location as Schroeder Rd., Madison, in lieu of Rt. #3, near Madison (not a move).

License to Cover Cp Returned

KFSD-TV San Diego, Calif.—Application seeking license to cover cp returned (Exhibit #3 dated subsequent to certification by app. in Sec. I.)

License to Cover Cp Resubmitted

WNEG Toccoa, Ga.—Resubmits application seeking license to cover cp which authorized new am.

Modification of Cp

WITV (TV) Fort Lauderdale, Fla.—Seeks mod. of cp for extension of completion date to Sept. 16.

WEAT-TV West Palm Beach, Fla.—Seeks mod. of cp (which authorized new tv) for extension of completion date to Dec. 22.

KGVO-TV Missoula, Mont.—Seeks mod. of cp (which authorized replacement of expired cp, which authorized new tv) for extension of completion date to Dec. 17.

Remote Control

KLOS Albuquerque, N. M.; WBLR Batesburg, S. C.; WMOD Moundsville, W. Va.

Renewal of Licenses

KIOX Bay City, Tex.; KCTX Childress, Tex.; WRR Dallas, Tex.; KULP El Campo, Tex.; KOSE Nacogdoches, Tex.; KVOP Plainview, Tex.; KSTV Stephenville, Tex.

May 23 Applications

Accepted for Filing

Modification of Cp

KENI-TV Anchorage, Alaska—Seeks mod. of cp (which authorized new tv) for extension of completion date to Dec. 29.

Renewal of Licenses

KACT Andrews, Tex.; KNOW Austin, Tex.; KBOR Brownsville, Tex.; KBWD Brownwood, Tex.; KDET Center, Tex.; KCUL Fort Worth, Tex.; KGUL-TV Galveston, Tex.

Renewal of License Returned

KHBR Hillsboro, Tex. (Re name of applicant.)

UPCOMING

JUNE

June 4: Idaho Broadcasters Assn., Saratoga Hotel, Caldwell.

June 4: BMI Clinic, Caldwell, Idaho.

June 6: BMI Clinic, Great Falls, Mont.

June 8: BMI Clinic, Detroit Lakes, Minn. (Note: tri-state clinic for North Dakota, South Dakota, and Minnesota).

June 10-12: Annual Convention of Western Assn. of Broadcasters, Banff Springs Hotel, Banff, Alberta.

June 10-13: Advertising Federation of America, National Convention, Bellevue-Stratford Hotel, Philadelphia.

June 10-13: Western Assn. of Broadcasters, Banff Springs Hotel, Banff, Alta.

June 11: BMI Clinic, Salt Lake City, Utah.

June 11-15: Senate Commerce Committee to hear tv networks on affiliation policies.

June 12-14: National Community Tv Assn., Hotel William Penn, Pittsburgh.

June 13: BMI Clinic, Sheridan, Wyo.

June 13-14: Virginia Assn. of Broadcasters, Williamsburg Inn, Williamsburg, Va.

June 14: Colorado Broadcasters—Telecasters Assn., Stanley Hotel, Estes Park.

June 14-16: Md.-D. C. Radio & Tv Broadcasters' Assn., Commander Hotel, Ocean City, Md.

June 15-16: Iowa Broadcasters Assn., Cresent Beach Lodge, Lake Okoboji.

June 15: BMI Clinic, Estes Park, Colo.

June 15-17: Executive Board, American Women in Radio & Tv, House O'Charm, Detroit.

June 21-23: National Assn. of Tv & Radio Farm Directors, National Spring Meeting, Hotel Leamington, Minneapolis, Minn.

June 22-23: Florida Assn. of Broadcasters, Harrison Hotel, Clearwater.

June 23-24: Louisana-Mississippi Associated Press Broadcasters Assn. Natchez, Miss.

June 24-28: Advertising Assn. of the West, Hotel Statler, Los Angeles.

June 25-29: American Institute of Electrical Engineers, Hotel Fairmount, San Francisco, Calif.

June 28-29: N. C. Assn. of Broadcasters, Nags Head, N. C.

BROADCASTING • TELECASTING

THE NEWSWEEKLY OF RADIO AND TELEVISION

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editorials

Who Pays Whom, For What?

A SERIOUS re-examination of the traditional methods of advertising agency compensation is clearly underway.

It is too early to predict where the re-examination will lead. Perhaps it will lead to a general departure from the historic system under which the agency is paid a 15% commission on the business it places in media. Perhaps some advertisers, after study, will decide to adhere to this system and others will choose to change. Perhaps most or all will decide to keep things as they are.

In advance of decisions—whatever they turn out to be—we hope that all elements of the advertising business, including media, will participate in the study of agency compensation. It would be wrong if advertisers, acting unilaterally, came to a conclusion without the consultation of their agencies and the media with which they must do business. Tripartite agreement on a universal course of action would obviously defy the antitrust laws, but certainly there would be nothing illegal about joint conferences in which each of the three main elements could express their views.

The advertiser cannot make a decision on the means or amount of his payments to his agency without the agency's agreement. It is the agency itself which must price its services.

Nor can the advertiser tell media what they should charge. It is the medium which must establish its own worth.

Under such circumstances, and with the current agency compensation system a matter of agreement among advertiser, agency and medium, the need for a thorough exchange of views among all three is evident.

'Lawgineer' Craven

SOME of the new generation subject to the regulatory processes in communications may lift an eyebrow as to the political significance of the appointment of Comdr. T. A. M. Craven to the FCC to succeed Comr. E. M. Webster, who has an impeccable record of nine years of stewardship. There isn't any political significance.

Comdr. Craven, whose nomination for a seven-year term beginning June 30 went to the Senate last week, is a proven quantity. He served as a commissioner from 1937 until 1944, after having been the FCC's chief engineer. He figures prominently in just about every big decision the FCC made during the "radio era," and he also laid much of the technical and economic groundwork for what became the television allocations, although he had no part in producing the controversial Sixth Report.

T. A. M. Craven's career runs hand-in-hand with the development of communications. He was "loaned" to the old Federal Radio Commission in the late 20's to help on the original broadcast allocations. He became chief engineer of the FCC in 1935. We can recall no criticism of his engineering direction of the FCC despite the controversial and delicate nature of that assignment. He was in the middle of many disputes as a commissioner, but he was a constructive force, steadfastly resisting undue interference with private initiative and enterprise. He afterwards served in private industry, as a station operator and a consulting engineer. Merit, not politics, is responsible for Mr. Craven's appointment.

It is regrettable that a man of Comr. Webster's caliber is lost to the FCC. The fact that he was politically an "independent" may have had some bearing on the decision against reappointment. More likely it was the age factor (he is 67) and the fact that he is eligible for retirement. This administration has made singularly few reappointments of "holdovers" on administrative agencies.

At all events, Comr. Webster leaves the FCC gracefully and with the realization that his has been a job well done. We hope the government takes advantage of his probable availability for special projects dealing with international communication and safety of life. He has great prestige among the communications administrations of foreign governments. We suspect that both the White House and the State Department will have the opportunities ahead to make such special assignments.

In the current atmosphere of confusion and uncertainty in tv allocations, it is evident that the FCC needs Comdr. Craven because of his experience and background as a professional engineer, self-made economist and legal analyst—a sort of "lawgineer." We're glad to see that the Senate Commerce Committee has set its confirmation machinery in motion so that Mr. Craven can take office promptly on July 1.

Drawn for BROADCASTING • TELECASTING by Bil Ha

"Well, you said to be sure that 1890 bedroom set is authentic."

Fm's Resurgence (Via MBS)

HARD ON THE heels of the Maxon agency survey of fm, which found the medium doing a job for local advertisers but needlessly neglected on the national level [B•T, April 16], comes Mutual's proposal for an fm-only good music network, to start on the East Coast and to expand nationally if the initial operation pays off. Fm broadcasters can now feel assured that they are going to get their share of benefits from radio's resurgence.

It is particularly encouraging that a radio network has originated the idea of providing dual service to its affiliates, adding the good music service for fm to its present programs for am affiliates. There has long been a feeling among fm broadcasters that many of their economic troubles stemmed from the policy of the networks to permit duplication of their programs by the fm stations of their am affiliates without charge to the program sponsors—a policy which made it difficult for an fm-only station to sell its time while its am-fm neighbor was giving fm away to am buyers.

The quality of the program service which the Mutual fm network proposes to provide may be taken for granted. WGMS-AM-FM Washington, which MBS has bought (subject to FCC approval), has originated splendid programming for years, and M. Robert Rogers, now WGMS president, will stay on after the sale to assist in the organization of the Mutual fm network. Hence there is a record of enviable experience behind this move.

Free-Plug Sneak Thieves

IT'S A TRUISM that the old, accepted frauds are often the hardest to whip. This journal last week detailed the practice of just such a fraud—the "free plug," whereby an agent for a certain product slips someone money or merchandise to get the product mentioned in a broadcast script. "Who's hurting?" the practitioner will ask you. The writer, or director, or cameraman, or star gets some extra cash, the product gets valuable publicity, and it hasn't cost the network a thing—or so they'll tell you.

The sorry truth is that it *is* hurting. It's causing the network to give away the commodity it is in business to sell. It's costing the sponsor, too, because the time for which he has paid hard cash at card rates is being used dirt cheap by a free loader, while at the same time the effectiveness of his ad message is diluted in direct proportion to the number of chiselers who sneak in on his show.

The networks and the sponsors are to be commended for the efforts they have made thus far to stem the tide of free plugs. They are to be encouraged, however, to intensify the policing action both against the free loader and against the dual evil of giving extensive air credit for often insignificant prizes or props. In the now-famous words of a broadcaster, "If you can't sell it, sit on it; don't give it away."

by Bill Ritz

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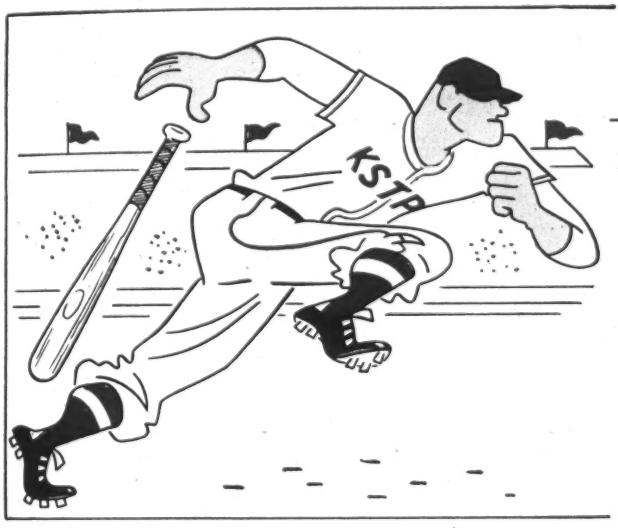

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